

PARK-USE STUDY

1938



PARK - USE STUDY

NORTH CAROLINA STATE PARKS

1938


as a part of the
Park, Parkway and Recreational Area Study

North Carolina
Department of Conservation and Development
and the
North Carolina State Planning Board

in cooperation with

United States Department of the Interior
National Park Service

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PARK USE STUDY-1938
NORTH CAROLINA
INTRODUCTION

Basic to the preparation of a long-range State recreational plan is a complete and detailed knowledge of the travel and recreational habits of the people of the State.

This report embodies the results and findings of studies which were made in five North Carolina State parks during one selected week per month of the summer season of 1938* to determine the park-attendance and park-use habits of North Carolina people and visiting tourists. The check was extended into one of the early weeks of November in three of the parks in order to obtain samples of off-season use to compare with peak-season figures. This State-park study was taken at the same time as a similar study of the proposed National Seashore area, which includes Cape Hatteras, the findings of which are presented in a separate report. Cape Hatteras State Park, however, appears in both reports since it is a part of the proposed National Seashore.

The original field data were collected by Civilian Conservation Corps enrollees in Cape Hatteras, Hanging Rock, Morrow Mountain and Mount Mitchell State parks, and by regular park personnel and through registration records in Fort Macon State Park. Additional information was secured from the park patrons themselves through the return of questionnaire blanks handed to them by the field checkers. Tabulation, recapitulation and checking of data,

* See Appendix 1, page 44 for an analysis showing the accuracy of the spot-week method.

and preparation of tables and illustrations were done through the aid of Work Projects Administration projects 3398 and 4672. Analysis of data and preparation of the report is the work of Assistant State Supervisor Raymond Sydansk of the National Park Service, Superintendent of State Parks Thomas W. Morse of the North Carolina Department of Conservation and Development and Project Supervisor L. D. Burling.

In the preparation of this report accuracy has not been sacrificed for readability, and there has been a real attempt to separate fact from inference. The line separating these two may sometimes, however, be almost academic, especially where averages are determined from a sufficient number of pertinent data.

There is a uniformity in certain of the results for all of the parks which is independent of observer, day of week, weather or location. There is lack of uniformity, in certain of the findings, between tourist or scenic parks and active-use parks. There are minor individual variations where the data involve matters of opinion (age of car occupants, for example) and unanimities where the thing observed is an actual fact. There is persistence where it might be expected, and discrepancy where uniformity would arouse comment, in certain of the percentages based upon park-patron data. There are noticeable correlations or explainable variations between field checkers' figures, park patrons' statements and Census statistics. All these facts not only support the accuracy of the methods used in gathering the material and adopted in its analysis, but, of greater importance, (a) they confirm the accuracy of those findings which represent a contribution to the general problem of park use,

and (b) they indicate that the travel and recreational habits of North Carolinians vary little over the State.

For ease in reading, this report has been divided into five sections as follows:

(a) Summary of findings - A brief summary of the more important findings of the report, beginning on page 3.

(b) Major Analyses - Analysis of the findings of the study, by subject, beginning on page 6.

(c) Park-patron preferences - Analysis of the results of the questionnaire, beginning on page 25.

(d) More detailed analyses of park attendance - By parks, beginning on page 30.

(e) Appendix - Detailed tables and explanations of methods used, beginning on page 44.

SUMMARY OF FINDINGS

1. North Carolina State parks fall into two distinct service types. Mount Mitchell and Cape Hatteras State parks form one group referred to herein as scenic or vacation parks. These areas draw their patronage from a great distance, comparatively few visitors are repeaters, most visitors are usually on vacation and attendance is spread evenly through the week. These parks are of superb scenic or scientific character and offer a minimum of day-use facilities. Fort Macon, scenic-historic, belongs also in this group. The active-use parks, on the other hand (Morrow Mountain and Hanging Rock), are not of such superlative scenic character but they possess rather intense

day-use facilities. These parks draw the major part of their attendance from within thirty miles. Visitors are constant repeaters; they come to spend only a day or a portion of a day between work periods, and usually over seventy-five percent of a week's attendance comes on Sunday.

2. The North Carolina park-use season is from June 1 through Labor Day, with local variations extending the season earlier or later in specialized cases.

3. Holiday attendances, July 4 and Labor Day, usually equal or slightly exceed the summer-peak Sunday.

4. Fifty to ninety percent of the week's attendance in active-use parks comes on Sunday; the rest is spread evenly through the week. In the scenic parks, attendance runs evenly through the week, Sunday being only one to five percent greater than the heaviest week day.

5. For certain recreational uses, attendance at State parks seems to vary generally in accordance with the weather conditions on the day preceding the day of use.

6. The great bulk of the average day's attendance comes in the afternoon (from forty to seventy percent). The large morning attendance usually arrives just before noon, staying on into the afternoon.

7. In both scenic and active-use parks, but especially in the case of scenic parks, the percentage of children using the parks is much smaller than one would be led to expect from the percentage

of children in the population of the State as a whole.

8. Most park users are urban residents (68-85%).

9. The percentage of park users in the first three of the income groups (below \$3000) does not depart radically from their corresponding percentages in the State as a whole. But the percentage of users with an income larger than \$3000 a year is much larger than we should expect from the same State-wide figures. The percentage of park users in the lowest income group (below \$1200) is considerably smaller in relation to its percentage in the total State population than is the case in any other income group.

10. Professional and technical people outnumber all other occupational groups in the scenic parks. In the active-use parks, however, skilled labor holds first place.

11. Less than five percent of the attendance at active-use parks is from out-of-State. Scenic parks receive from twenty-five to seventy-five percent of their use from out-of-State. Mount Mitchell is highest in this respect. From twenty-one to forty-nine percent of all out-of-State attendance comes from neighboring States.

12. The greatest use of active parks is from within thirty miles. Beyond this distance, the percentage of the population using the area is much smaller, but quite constant.

13. Yearly expenditures for recreation vary little in all income groups except that over \$3000. Families in the latter group spend almost twice as much as those in any of the other groups.

14. The automobile is by far the most popular conveyance used for transportation to the parks studied.

MAJOR ANALYSES

A-The Parks Studied

Five State parks were studied during the summer of 1938. They included three outstanding scenic or historic parks; namely, Cape Hatteras, Fort Macon and Mount Mitchell, and two scenic but primarily active-use parks - Hanging Rock and Morrow Mountain. The former parks, purely scenic in attraction and possessing a minimum of active-use facilities, drew attendance from all parts of the State and country to enjoy attractions not to be found elsewhere. Morrow Mountain and Hanging Rock, on the other hand, were more local in their appeal, receiving repeated use from the people living within shorter distances of the area. The attractions in these latter two parks are not limited to passive scenic, scientific and historic use, as in the former three, but include provisions for such recreational uses as swimming, boating, camping, picnicking, etc. The latter facilities, existing and potential, account for the repeated local use of these parks. Differences, both in type of parks and in services rendered, will be found reflected in many of the pages of the report. These differences in the patterns of attendance and use of the two types of parks should be closely studied because the development of future areas, or expansion of existing ones, will have to be planned in accordance with the type of use to which each park naturally dedicates itself.

Neither Morrow Mountain nor Hanging Rock State parks were officially opened during 1938. The attendance, therefore, was confined to those who heard of the area by word of mouth or read of it

in nation-wide publicity, principally on road maps. Total attendance, and especially local attendance from within a thirty-mile radius, is therefore expected to increase considerably after the parks are officially dedicated to public use.

B.-Attendance.

1. Through the year.

All parks are primarily summer-use areas. The season of heavy use in North Carolina, however, is longer than in States studied farther to the north. Although heaviest use is from July 4th to Labor Day, as in more northern States, the months of June and September receive quite heavy use, enough in most cases to justify full operation.

Attendance is very low in the winter (see November figures, Table 1 and Graph 1) and builds up slowly through the spring to a peak in late June or early July (Morrow Mountain, for example) which is maintained or even increased in August (Fort Macon). After Labor Day, attendance slowly drops off to the low winter level.) as illustrated in the Mount Mitchell and Fort Macon figures of Graph 14 and Graph 18.

(For Table 1, see following page)

TABLE 1
PARK ATTENDANCES FOR 1938, BY CHECK-WEEKS

Month	Mount Mitchell		Cape Hatteras State Park**		Morrow Mountain		Hanging Rock		Fort Macon***	
	No.	%	No.	%	No.	%	No.	%	No.	%
May	-	-	330	22.0	-	-	1073	33.9	840	8.5
June	-	-	289	19.3	541	15.3	548	17.3	1870	19.2
July	-	-	215	14.4	1316	37.2	768	24.3	3019	31.0
August*	662 608	43.4 39.8	295	19.7	1150	32.5	494	15.6	2895	29.5
September	256	16.8	219	14.6	175	4.9	280	8.9	898	9.2
November	-	-	150	10.0	358	10.1	-	-	201	2.6
Totals	1526		1498		3540		3163		9723	
Average Per week	509		248		708		633		1621	

* Two check-weeks in August.

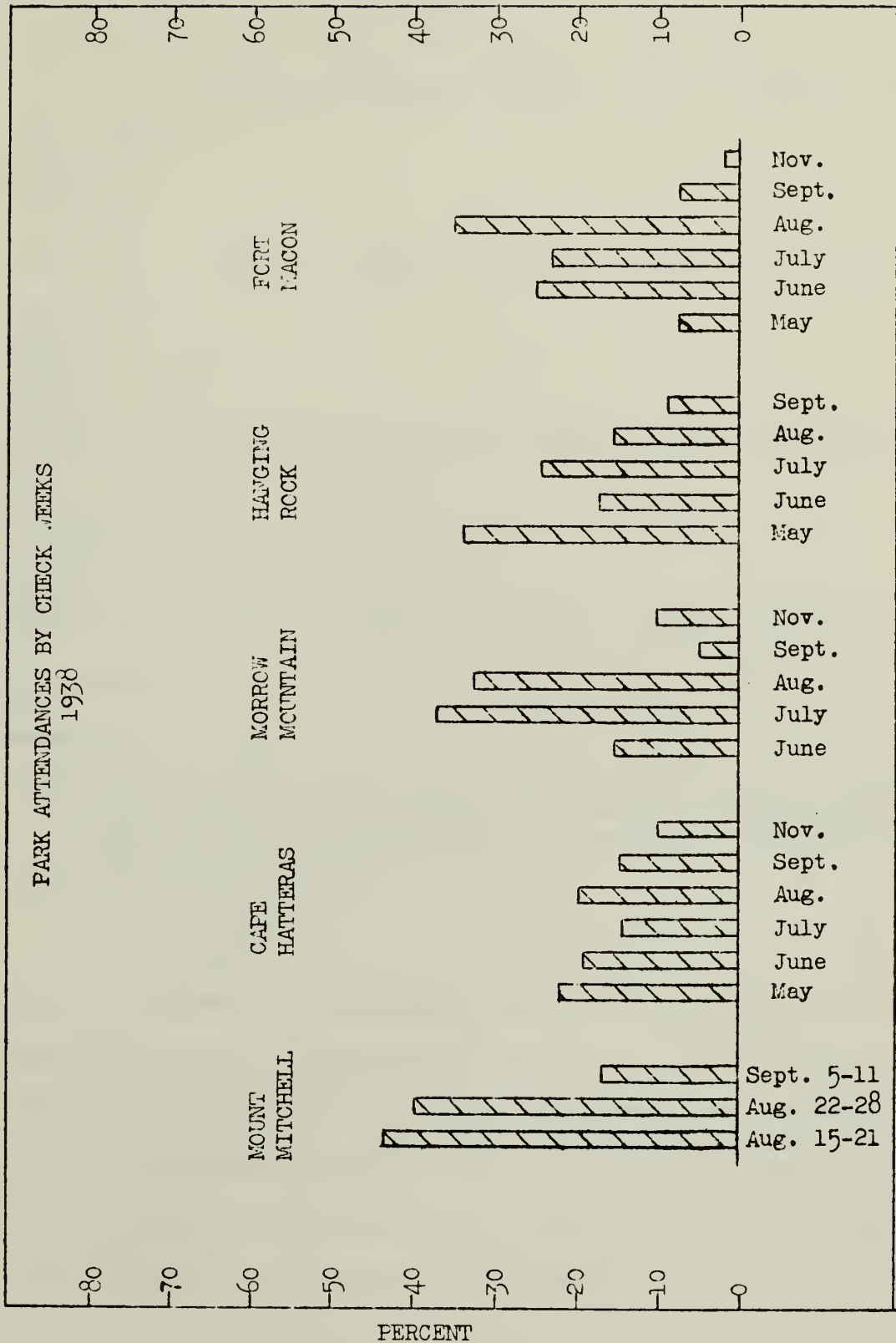
** Not counting unlicensed cars.

*** The actual totals for the months listed.

As observed from the estimated total summer attendance listed in Table 2 (and not counting Fort Macon), the active-use parks, Morrow Mountain and Hanging Rock, received the heaviest total usage. This is to be expected, but it should be remembered that the total figures herein cited for Morrow Mountain and Hanging Rock will increase five to ten times when the parks are officially open for use. Mount Mitchell and Cape Hatteras figures, however, can be taken as seasonal averages unless conditions of accessibility to them are modified. Figures for Fort Macon can also be taken as seasonal averages unless more active-use facilities are provided.

GRAPH 1

PARK ATTENDANCES BY CHECK WEEKS
1938



Assisted by W.P.A. 665-32-3-336

TABLE 2
TOTAL PARK ATTENDANCE FIGURES, 1938, WITH ESTIMATED TOTAL SEASONAL FIGURES

	Mount Mitchell	Cape Hatteras*	Morrow Mountain	Hanging Rock	Fort Macon**	Totals
Total Park patrons actually recorded, 1938	1,526	1,498	3,540	3,163	13,491	23,218
Weeks for which figures were secured	3	6	4.5	5	52	
Park patrons recorded during summer season only	1,526	1,348	3,182	3,163	9,522	18,741
Estimated total summer attendance	7,460	5,400	21,700	12,650	9,522	56,732

* Does not include persons traveling in Government vehicles (largely trucks with C.C.C. workers) nor local residents traveling in unlicensed "beech cars" (See page 30).

** Actual figures for 1938.

2. Holidays.

The two summer holidays, July 4th and Labor Day, not only start and terminate the heaviest-use season but they are usually the two peak days of the whole year. July 4th holiday has been observed to be the heaviest-use period of the year in nearly all parks. This is especially true when this holiday falls on a week-end. On Labor Day, as observed, there are smaller attendances than on July 4th, but

they usually equal the peak Sundays of August. After Labor Day, a steady decline in attendance at all parks was recorded.

3. By day of week.

Tourist travel (people traveling on vacation) has no set pattern of use during the week. The tourist parks - outstanding scenic areas, such as Mount Mitchell and Cape Hatteras - received an even pattern of use through the week, with Sunday just a little higher than other days (Table 3 and Graph 3). The more local active-use parks, however, received the great bulk of their attendance on Sunday; Hanging Rock, for example, received eighty-six percent of its attendance on Sunday. The percentage of attendance on Sunday at Morrow Mountain (44.2%), though not as great as at Hanging Rock, may be expected to rise when the park is opened, and come closer to the Hanging Rock pattern, which is similar to the pattern of use of State parks in neighboring States.

The difference in the patterns of use between active-use parks and the outstanding scenic parks is primarily the difference between tourists (whether in-State or out-of-State) and local people, recreation bent. This is aptly illustrated in Graph 16 which shows the total in-State and out-of-State attendance at Mount Mitchell over a period of five years. The total variations by day of week are slight, and small enough to be perfectly natural. When the in-State and out-of-State data are studied separately, however, the characteristic patterns of each show up (Graph 15). It is observed that the out-of-State attendance at Mount Mitchell runs rather evenly through the week with a slight decline on week-ends, whereas the in-

State attendance runs evenly through the week with increased week-ends comparable to the pattern of Morrow Mountain and Hanging Rock parks.

None of the week-end figures at Mount Mitchell, Hanging Rock or Morrow Mountain, however, can be compared with the figures for Cape Hatteras because at Cape Hatteras the figures cover spot-weeks running from Monday through Sunday. At all other parks, the given Sunday figures are not for the Sunday following the given Saturday but for the Sunday preceding the given Monday, - in these parks, therefore, the spot-weeks run from Sunday through Saturday.

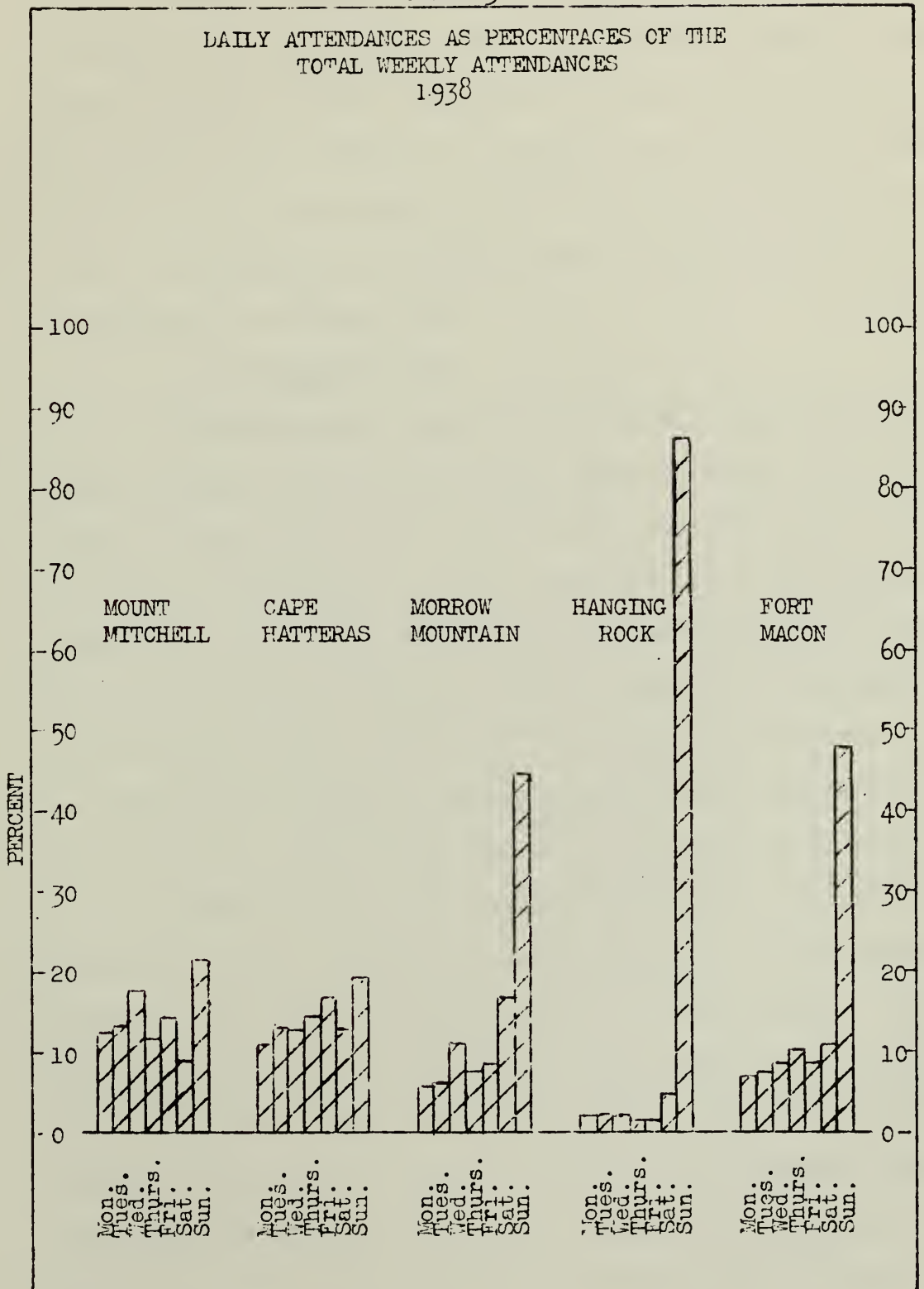
TABLE 3
PARK ATTENDANCES, ACTUAL AND BY PERCENTAGES, BY DAY OF WEEK

Day of week	Mount Mitchell		Cape Hatteras		Morrow Mountain		Hanging Rock		Fort Macon	
	No.	%	No.	%	No.	%	No.	%	No.	%
Monday	189	12.4	166	11.1	204	5.8	63	2.1	931	6.9
Tuesday	202	13.2	196	13.0	215	6.1	74	2.3	1070	7.9
Wednesday	271	17.8	191	12.7	389	11.0	70	2.2	1185	8.8
Thursday	178	11.7	217	14.4	277	7.8	45	1.5	1364	10.1
Friday	220	14.4	251	16.7	299	8.4	46	1.5	1165	8.6
Saturday	138	9.0	193	12.8	291	8.7	143	4.4	1447	10.7
Sunday	328	21.5	284	19.3	1565	44.2	2721	86.0	6329	46.9
Totals	1526	100	1498	100	3540	100	3163	100	13491	99.9

The pattern of attendance at active-use parks requires that all area and facility planning be for the attendance on the average Sunday. If parking space, swimming space, picnic space, etc., are developed sufficiently to care for Sunday crowds, they

GRAPH 3

DAILY ATTENDANCES AS PERCENTAGES OF THE
TOTAL WEEKLY ATTENDANCES
1938



Assisted by WPA 665-32-3-336

will be sufficient for the rest of the week. Extra large days, on which attendance is greatly in excess of the average Sunday, on the other hand, occur only three or four times during the season. These would not justify oversize developments, portions of which would lie idle the remainder of the year. Judicious administration can reduce the great bulk of overloading, except July 4th and Labor Day, by inducing those planning large special events to schedule them, whenever possible, on off-peak days.

4. By period of day.

(The attendance by period of day (Table 4 and Graph 4) in Mount Mitchell and Cape Hatteras State parks is similar to that observed in nearby States. The bulk of the attendance in these parks arrived in the afternoon, a lesser number arriving in the morning (before noon), and a still smaller group in the evening (after 5 p.m.). The bulk of this heavy morning attendance, however, was composed of persons arriving after 10 or 11 a.m. and spending a good portion of the afternoon in the parks. Evening entrance into the parks was in all cases small, but the parks were still being used in the evening by late afternoon visitors.) The reason for the smaller afternoon attendance at Morrow Mountain and Hanging Rock cannot be explained without further study after the parks are officially opened. The heat of mid-day may be keeping people at home from noon till 4 p.m., but it is far more likely due to the absence of facilities for swimming and other forms of park use. Additional study should be undertaken to determine what effect, if any, the heat of mid-day will have upon the afternoon use of piedmont and lowland parks. It should be

observed, however, that twenty-five to thirty-five percent of the total week's attendance may be expected on Sunday afternoon.

TABLE 4
PARK ATTENDANCE, BY PERIOD OF DAY

	Mount Mitchell		Cape Hatteras		Morrow Mountain		Hanging Rock	
	No.	%	No.	%	No.	%	No.	%
Morning	381	25.0	405	27.0	1451	41.0	1470	46.5
Afternoon	1063	69.6	808	53.9	1487	42.0	1194	37.7
Evening	82	5.4	285	19.0	602	17.0	499	15.8
Total	1526	100	1498	100	3540	100	3163	100

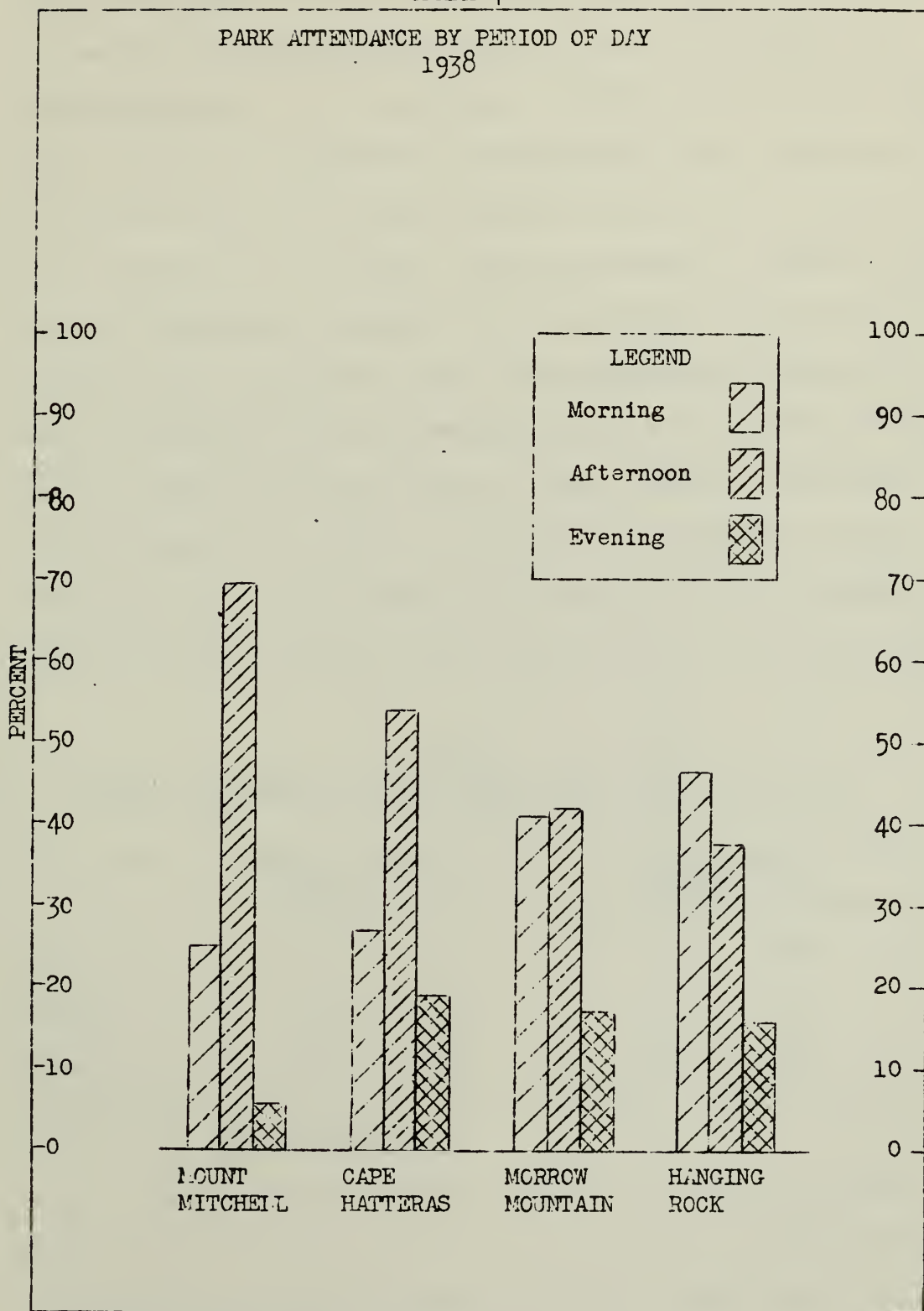
5. By weather.

Only two parks, Cape Hatteras and Hanging Rock, recorded weather during the 1938 checking season (Table 5, Graph 5), but the results bear out the theory that attendance in parks is affected not by the weather of the day studied, but rather by the weather of preceding days. This is due, primarily, to the planning and preparation necessary for a trip to a park. On a fair Friday or Saturday, an average party may plan an outing for Sunday and buy necessary foods and make all preparations. If the weather on Sunday is bad, the party usually goes anyway in the hope of a change in weather, rather than scrap the well-laid plans and purchases. On the other hand, few plans are made on rainy days for fair weather to follow. A sudden change to fair weather usually finds prospective park users unequipped in plans or materials for a day in the park.

This theory is borne out by the figures in Table 5. It

GRAPH 4

PARK ATTENDANCE BY PERIOD OF DAY
1938



Assisted by WPA 665-32-3-336

is observed that at Cape Hatteras State Park, where elaborate preparations are necessary before a visit, there was no rhyme nor reason to the relation of attendance and weather. In fact, the heaviest attendance happened to be on rainy days. At Hanging Rock, on the other hand, no pre-visit preparations were necessary, because practically all visitors came only through curiosity to see what was being done, or to view the work completed. Such visits require a minimum of planning and consequently attendance ran in accordance with weather conditions, i.e., very slight on rainy days and heaviest (seventy percent) on fair days. When the swimming and picnic facilities of this park are opened, and greater family or party plans are needed than for just "going for a ride" as at present, the attendance in this park will lose its relationship to the weather on the day attended and will fall more closely in line with the weather of previous days.

TABLE 5
AVERAGE ATTENDANCE PER DAY, BASED UPON WEATHER CONDITIONS
WEEK DAYS ONLY

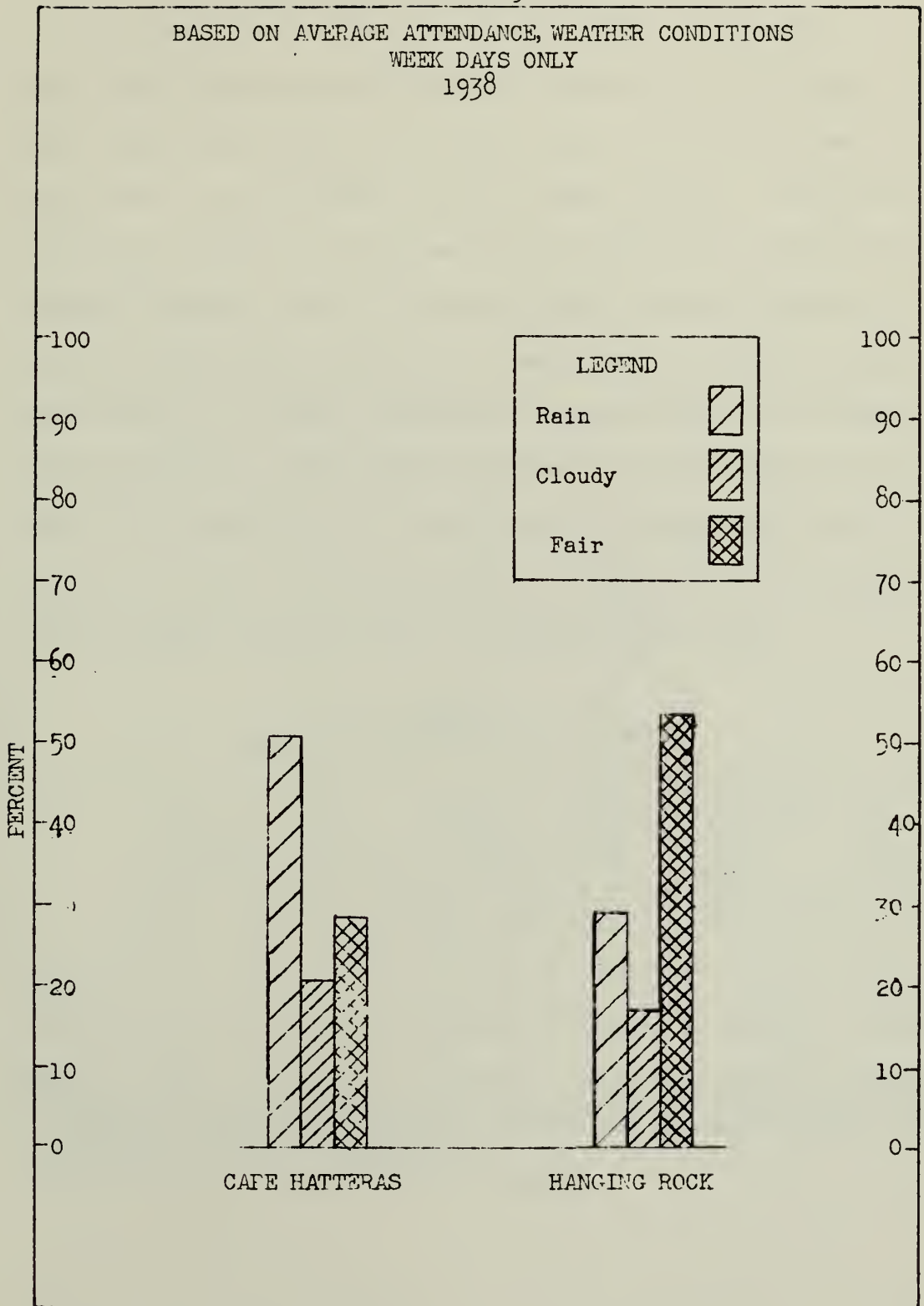
	Cape Hatteras		Hanging Rock	
	Average	%	Average	%
Rainy	81	50.9	9.0	29.2
Cloudy	32.6	20.5	5.3	17.2
Clear	45.4	28.6	16.6	53.7

6. By age groups.

The percentage of park visitors under eighteen has been determined in two ways: (a) by the field checkers, and (b) from the park patrons' statements. A comparison of the results thus secured

GRAPH 5

BASED ON AVERAGE ATTENDANCE, WEATHER CONDITIONS
WEEK DAYS ONLY
1938



shows that the checkers are uniformly a little low in their estimates*. But the Park averages, at their best, represent little more than half of the average for the State as a whole (Table 6 and Graph 6), and prove that children are not adequately represented in our parks. This is most conspicuous in the scenic parks, and first became obvious when it was discovered that the summer closing of the schools had almost no effect upon the percentage of children attending the National Seashore. For the active-use parks, the percentage of children almost doubles during the summer, and, at Morrow Mountain (see Appendix 6), drops in September, to one-seventh of the summer-vacation average. Park patrons' statements record "children in the family" and "children in the party" and prove that the children are not left at home. The park patronage is simply derived from people who have smaller families than the average for the State.

TABLE 6
PARK ATTENDANCE, BY AGE GROUPS

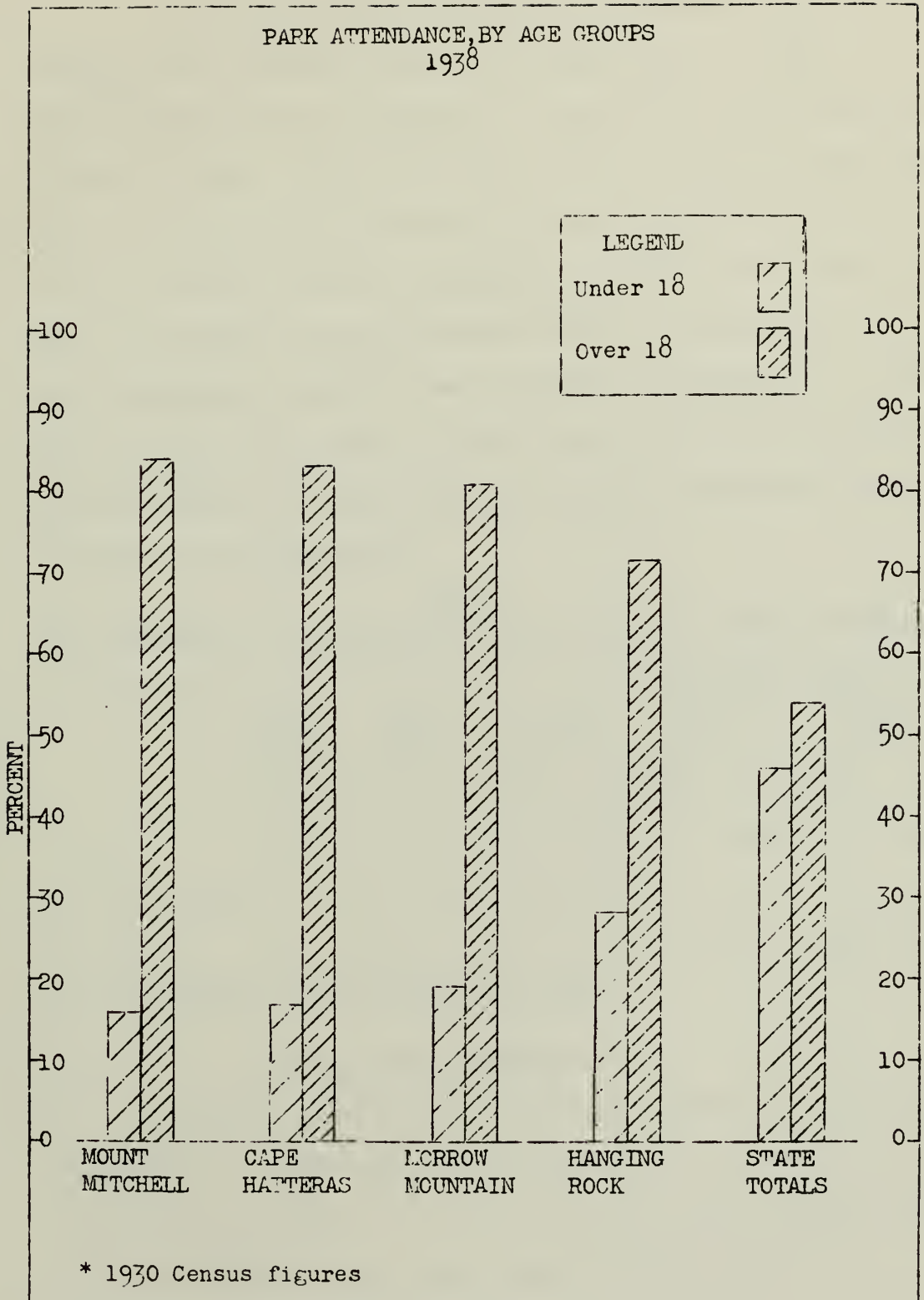
	Mount Mitchell		Cape Hatteras		Morrow Mountain		Hanging Rock		Totals for the four parks		State Totals**	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Under 18	242	15.9	250	16.7	680	19.2	889	28.1	2267	21.	1025	45.9
Over 18	1284	84.1	1248	83.3	2860	80.8	2274	71.9	8555	79.	1209	54.1
Totals	1526	100	1498	100	3540	100	3163	100	10822	100	2234	100

* A table comparing the checkers' figures and the park patrons' figures will be found in Appendix 5.

** In thousands, from 1930 Census figures.

GRAPH 6

PARK ATTENDANCE, BY AGE GROUPS
1938



7. By residence.

The park patrons' statements give residence data for 13.5 percent of the visitors to the State parks during the summer of 1938, and show that the information is applicable to the park-visitors group as a whole. The questionnaire followed the U. S. Census break-down into urban, rural non-farm and rural-farm, and indicates (as Table 7 and Graph 7 make so startlingly clear) that three times as many of our park visitors are derived from the urban population as the percentage of city dwellers in the State would lead us to expect. Upon the same basis, also, our parks are visited by only one-sixth as many farmers as we should expect from their proportionate representation in the population.

TABLE 7
PARK ATTENDANCE, BY RESIDENCE, AS GIVEN IN PARK PATRONS' STATEMENTS

	Mount Mitchell		Cape Hatteras		Hanging Rock		Totals for the three parks		Total for State as a whole*	
	No.	%	No.	%	No.	%	No.	%	No.	%
Urban	75	85.3	59	81.9	43	68.3	177	79.4	811	25.7
Rural non-farm	7	8.0	8	11.1	12	19.1	27	12.1	759	24.1
Rural-farm	6	6.8	5	7.0	8	12.7	19	8.5	1582	20.2

* In thousands, from 1930 Census figures.

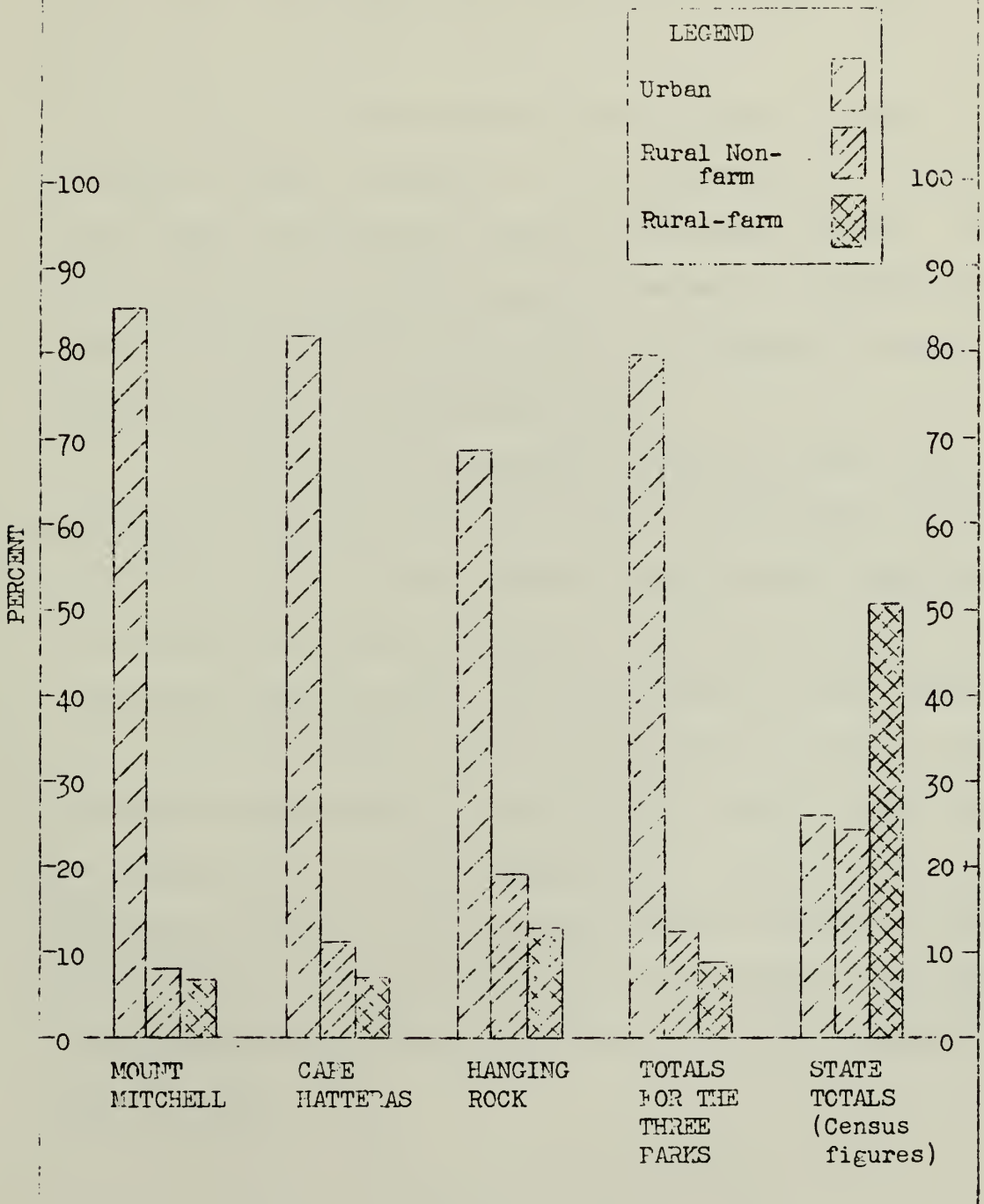
8. By income and occupation.

Comparison of income groups, park-visitor and State, is complicated by the different break-downs used in questionnaire (Table 8) and Census*, but graphic and analytic methods were used

* Under \$600, \$600-\$1000, \$1000-\$2500 and over \$2500.

GRAPH 7

PARK ATTENDANCE, BY RESIDENCE,
AS GIVEN IN PARK PATRONS' STATEMENTS
1938



to achieve a direct comparison between the two break-downs, and the result is given in Graph 8. In this, the income groups (park-visitor and State) are the same, and the graph clearly indicates that the high-income class is numerically larger (four times, to be exact) than its representation in the State as a whole would lead one to expect. The average income received by scenic-park visitors, also, is larger than that received by those casually attending active-use parks, as would be expected, and the average income of each park group (scenic and active-use) exceeds the State-wide average. This is due partly to the presence, among park patrons, of relatively few low-income receivers, but more largely to the presence of an unusually large number of high-salaried people.

This affects the occupational statistics as well. The park patrons' statements indicate (a) that the professional and technical group is found in equal numbers in scenic parks, irrespective of differences in the parks themselves, and (b) that this relatively high-salaried group is twice as well represented in scenic parks as it is in active-use parks. Skilled labor makes up a majority of the patronage at Hanging Rock (the only active-use park for which figures are available), and is there represented by a number as large as professional and technical and the manufacturing and mechanical industries combined. At the scenic parks, on the other hand, there were five professional and technical employees to every one classed as a skilled laborer.

(For Table 8, see page 18)

TABLE 8
PARK ATTENDANCE, BY INCOME GROUPS, IN-STATE, FROM PARK PATRONS'
STATEMENTS

	Mount Mitchell		Cape Hatteras		Hanging Rock		Totals for the three parks		Totals for the State*	
	No.	%	No.	%	No.	%	No.	%	No.	%
0-\$1200	4	18.2	7	31.8	10	20.0	21	22.3	231	33.2
\$1201-\$2000	6	27.3	5	22.7	16	32.0	27	28.7	261	37.5
\$2001-\$3000	5	22.7	5	22.7	13	26.0	23	24.5	181	26.0
Over \$3000	7	31.8	5	22.7	11	22.0	23	24.5	23	3.3
Total	22		22		50		94		696	

* The Census breakdown, for the State as a whole, is in groups as follows: under \$600, \$600-\$1000, \$1000-\$2500, over \$2500, and the respective figures are, in thousands, 185, 223, 248 and 40. Such a breakdown cannot be compared, directly or indirectly with the breakdown of the questionnaire (lefthand column). Graphic methods have therefore been used to plot and recompute a breakdown for the State as a whole which can be compared with the State park figures, and this is given in the column to which this footnote is attached, in thousands.

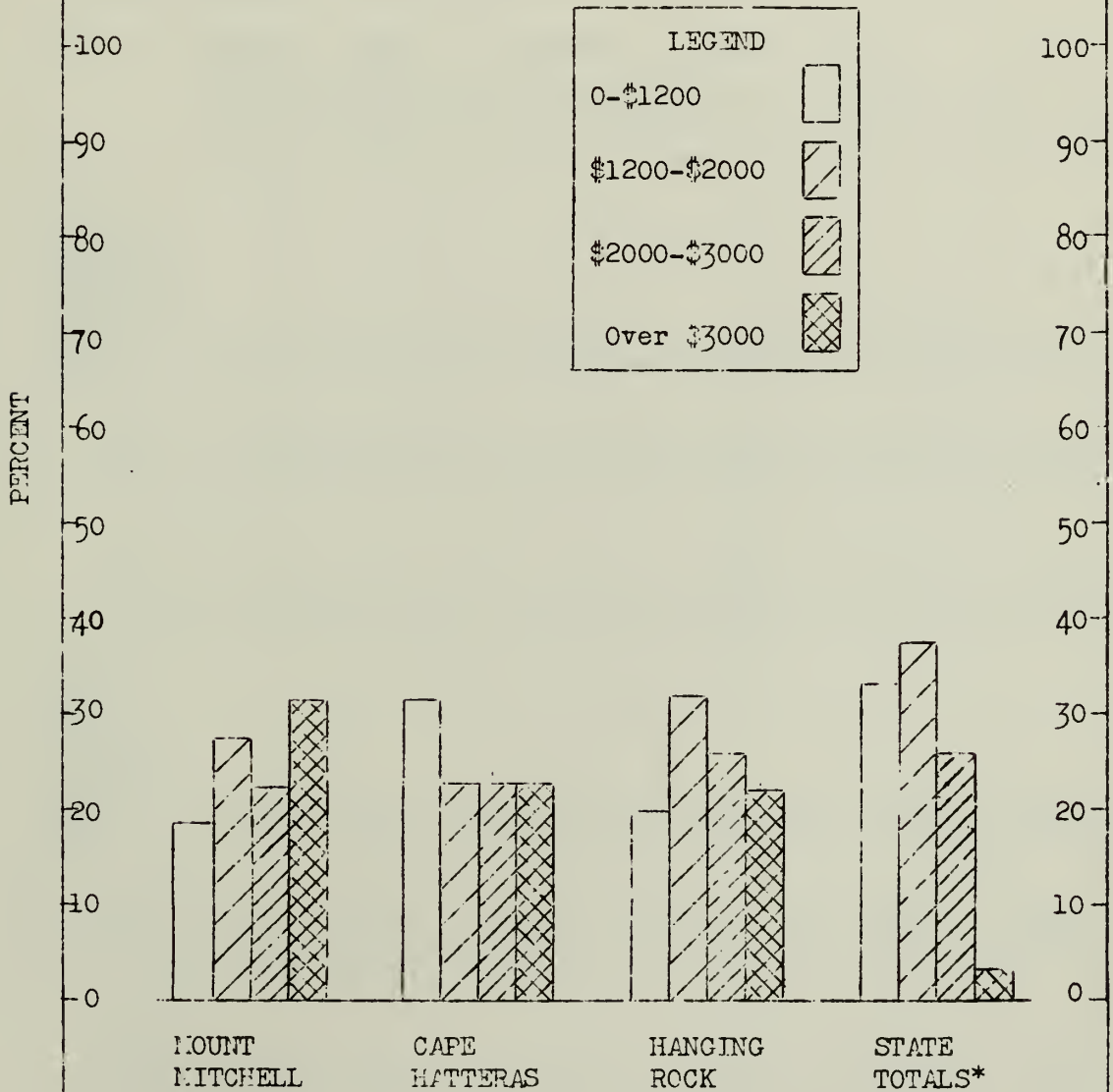
9. By origin.

The percentage of in-State and out-of-State park visitors to each park is known to us from the checkers' records of the car license numbers. The actual percentages in the individual parks vary considerably (see Table 9, Graph 9). At active-use parks like Hanging Rock, there are only three and a half out-of-State cars in every hundred that enter the park, while in Mount Mitchell park, fifty-five in every hundred cars bear out-of-State licenses.

In computing the in-State and out-of-State percentages of the total estimated summer attendance of 56,732 people it is neces-

GRAPH 8

PARK ATTENDANCE BY INCOME GROUPS, IN STATE
 FROM PARK PATRONS' STATEMENTS
 1938



* 1930 Census figures, recomputed, see page 18

sary to apply the individual park percentages to each of the estimated attendances which were given in Table 2. The result is given in Table 9 under "Total estimated summer attendance" which yields a total estimated in-State summer attendance of 47,889 people. The out-of-State total is 8,843, or one person in every six.

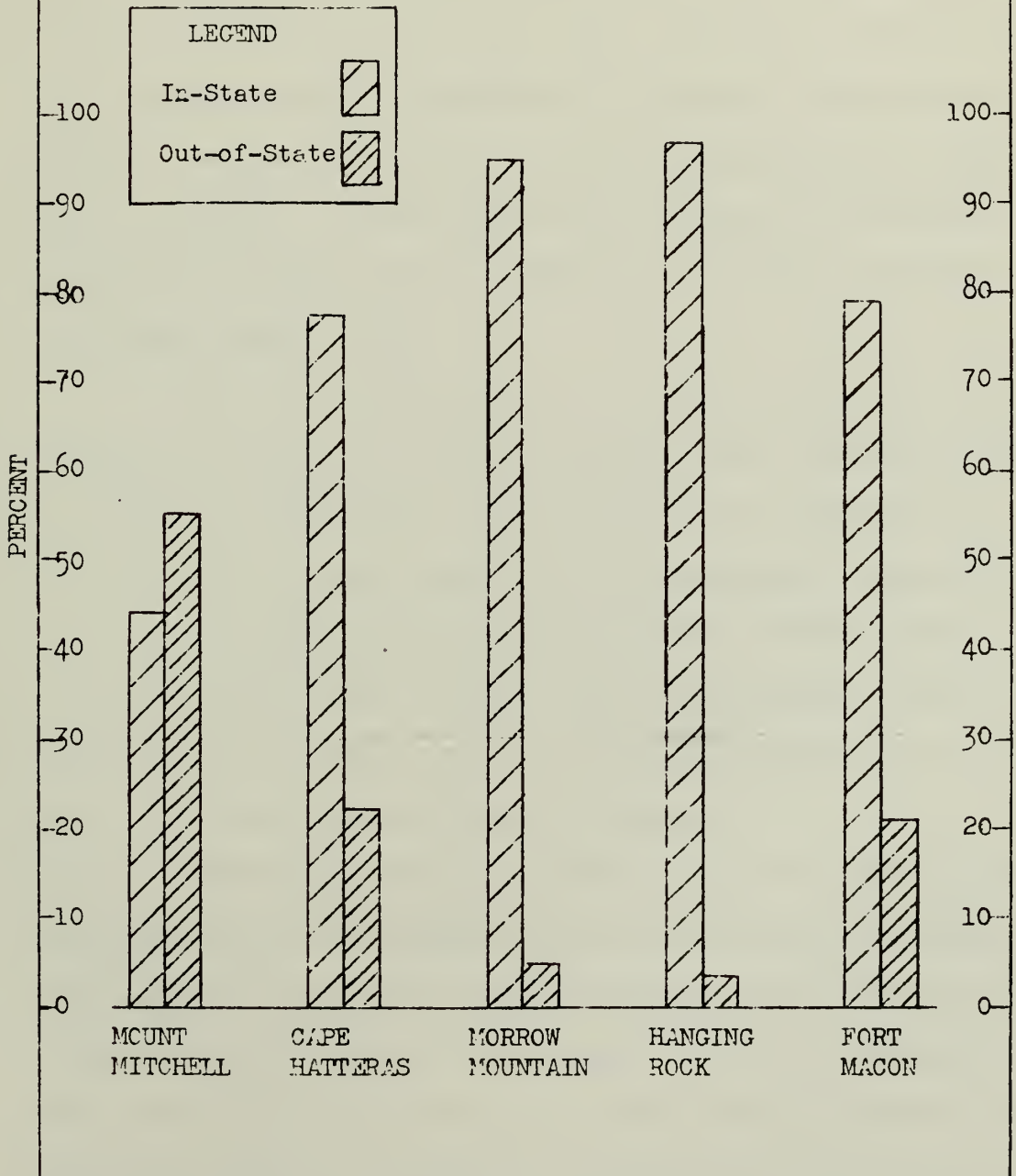
TABLE 9.
PARK ATTENDANCE, IN-STATE AND OUT-OF-STATE, BY PERCENTAGES

	Mount Mitchell		Cape Hatteras		Morrow Mountain		Hanging Rock		Fort Macon*		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
<u>Total attendance for checked weeks</u>	1189	100	1498	100	3540	100	3163	100	9522	100	18912	100
In-State	529	44.5	1165	78	3363	95	3059	97	7522	79	15638	82
Out-of-State	660	55.5	333	22	177	5	104	3	2000	21	3274	18
<u>Total estimated summer attendance</u>	7460	100	5400	100	21700	100	12650	100	9522	100	56732	100
In-State	3320	44.5	4199	78	20615	95	12233	97	7522	79	47889	84
Out-of-State	4140	55.5	1201	22	1085	5	417	3	2000	21	8843	16

* Actual total figures for the summer are available for Fort Macon.

GRAPH 9

PARK ATTENDANCE, IN-STATE AND OUT-OF-STATE
1938
BY PERCENTAGES



The in-State total of 47,889 park visitors represents almost exactly 2.2 percent of the 2,223,925* white population of the State.

There are duplications, however, because individuals visit the same park more than once, and because individuals visit more than one park. The number who do the latter can be approximated from the park patrons' statements, which indicate that patrons were each planning to visit an average of 1.3 parks. If this average is general, the number of actual park users during the summer of 1938 falls to 36,840. In other words, only one person in every sixty residents of the State visited a North Carolina State park during the summer season of 1938.

Two of the State parks are as readily accessible to neighboring State visitors as to North Carolina people themselves. These two parks are Hanging Rock, only fifteen miles by road from the Virginia line, or closer than it is to Winston-Salem, and Cape Hatteras, only eighteen miles farther from Norfolk, Virginia, than it is from Elizabeth City. For this reason the attendance figures of origin have been divided into two groups: (a) neighboring and (b) other more distant States (Table 10 and Graph 10).

Immediate proximity to a State line gives Hanging Rock different percentage relationship between neighboring-State and total out-of-State figures than is true for Morrow Mountain, which is also an active-use park but is located nearer the center of the State. For each of the scenic parks (Mount Mitchell and Cape Hatteras), the percentages indicate clearly that the neighboring States contribute

* 1930 Census figures.

one-third of the total out-of-State attendance.

The very large percentage of distant-State patrons at Morrow Mountain (higher than for the scenic parks) is still unexplained. The figures are too large to be accidental, but may be partly due to the fact that the name occurs upon oil-company highway maps and that the park is only fifty miles from US Highway No. 1.

TABLE 10
OUT-OF-STATE PARK PATRONS, NEIGHBORING AND DISTANT

	Mount* Mitchell	Cape** Hatteras	Morrow*** Mountain	Hanging Rock
<u>Neighboring States:</u>				
Number of States	3	1	2	1
Number of people	211	125	37	51
Percentage of out-of-State total	31.7	37.5	20.9	49.0
<u>Distant States:</u>				
Number of States	23	11	10	8
Number of people	454	208	140	53
Percentage of out-of-State total	68.3	62.5	79.1	51.0

* The neighboring States with their attendance figures are: Tennessee, 23; South Carolina, 140; Virginia, 48.

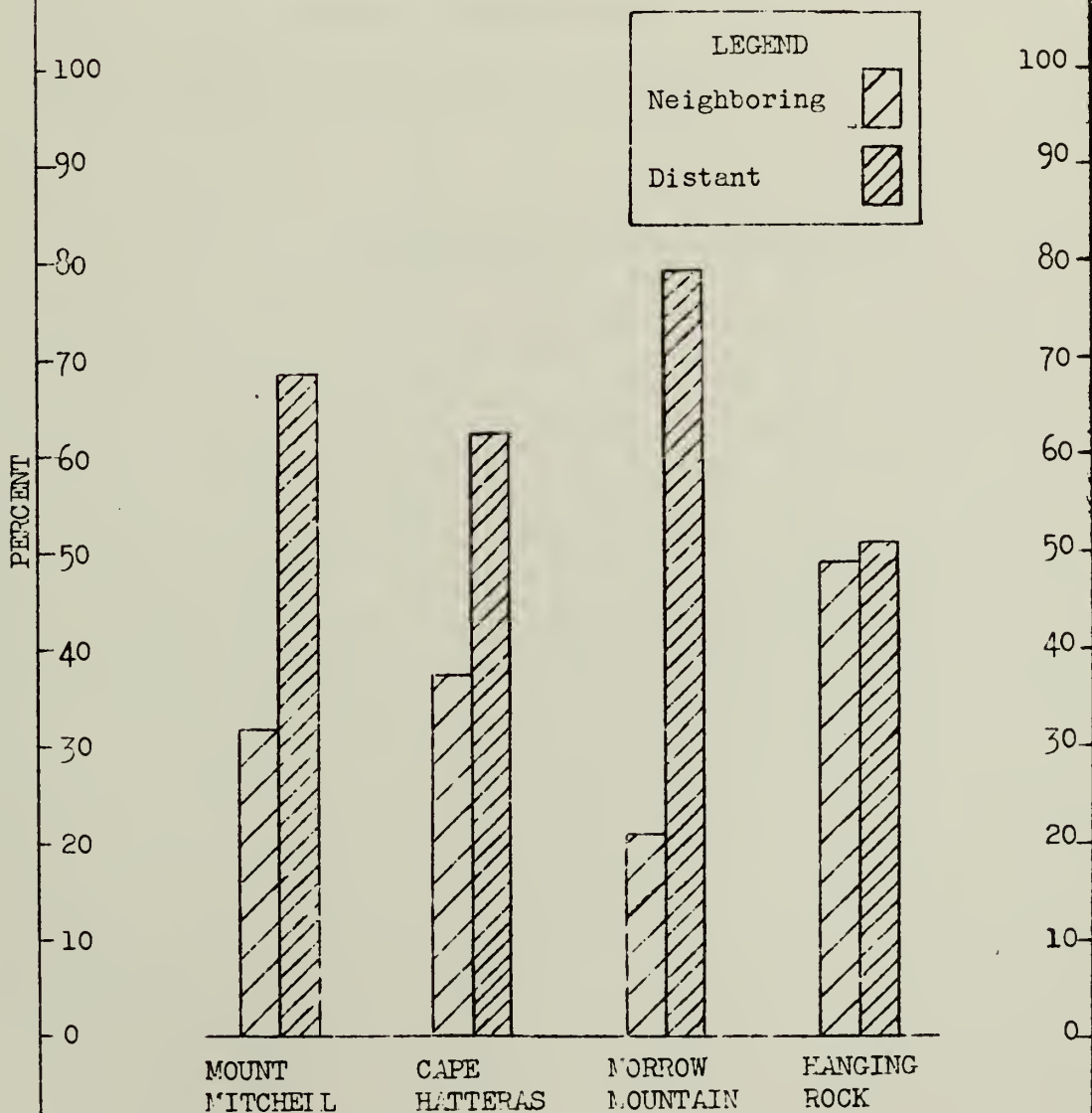
** The neighboring State is Virginia.

*** The neighboring States with their attendance figures are: South Carolina, 27; Virginia, 10.

To learn the distances traveled by the park visitors in getting to the parks, the travel distances from parks to town of license registry were measured (Table 11). Describing this table graphically, it gives, in miles, the radii of circles enclosing successively larger and larger percentages of the park attendance. The percentages are regular, the necessary numbers of miles vary widely, especially with type of park. As might be expected, the

GRAPH 10

OUT-OF-STATE PARK PATRONS, NEIGHBORING AND DISTANT
1938



State, and this is to be seen in the fact that the scenic parks must be circumscribed by 260- and 285-mile circles to include as high a percentage of the park attendance as the more active-use parks include within thirty-mile circles. Expressed somewhat differently, eighty persons in every hundred active-use park patrons live less than fifty miles away from the park entrance, but only three persons in every hundred of the scenic-park patrons start for the park from a distance of less than fifty miles.

(For Table 11, see following page)

TABLE 11.
IN-STATE PARK ATTENDANCES, BY DISTANCES TO
INDICATED PERCENTAGES

Percentage of the park attendances	Distance in miles			
	Mount* Mitchell	Cape** Hatteras	Morrow*** Mountain	Hanging Rock****
10	36	-	-	27
20	65	-	-	-
30	110	-	-	-
40	135	-	-	-
50	140	115	7	-
60	190	240	30	-
70	260	285	33	32
80	270	325	48	51
90	330	430	88	61
100	425	540	253	256

* The circles pass through Asheville, Waynesville, Statesville, Charlotte, Salisbury, Greensboro, Raleigh, Fayetteville, Greenville, Elizabeth City (425), respectively.

** The fifty percent circle includes a little more than Elizabeth City, and the others pass through Wilson, Raleigh, Wilmington, Statesville, Asheville (540), respectively.

*** The fifty percent circle passes through Albemarle, and the others through Concord, Salisbury, Charlotte, Hickory, Murphy.

**** The ten percent circle passes through Mount Airy, and the others through Winston-Salem, High Point, Greensboro, New Bern.

As a further step in the analysis of the park patronage, attention was centered upon the area within fifty miles of the park, and a study was made of the park patronage as a percentage of the actual population within travel-distance zones located ten, twenty, thirty, forty and fifty miles from the park entrance (Table 12).

As observed in Graph 12, which shows the percentage of the

population using each park from the respective zones of use around it, the limit of continuous local use of active-use parks is thirty miles. Beyond this point the curve flattens out and represents partly those who are able or willing to travel longer distances for that type of recreation afforded by larger out-of-door, out-of-city areas, and partly the very few vacation users who travel long distances. The graph shows clearly that the anticipated use of a park is in direct proportion to its proximity to population concentrations thirty miles away.

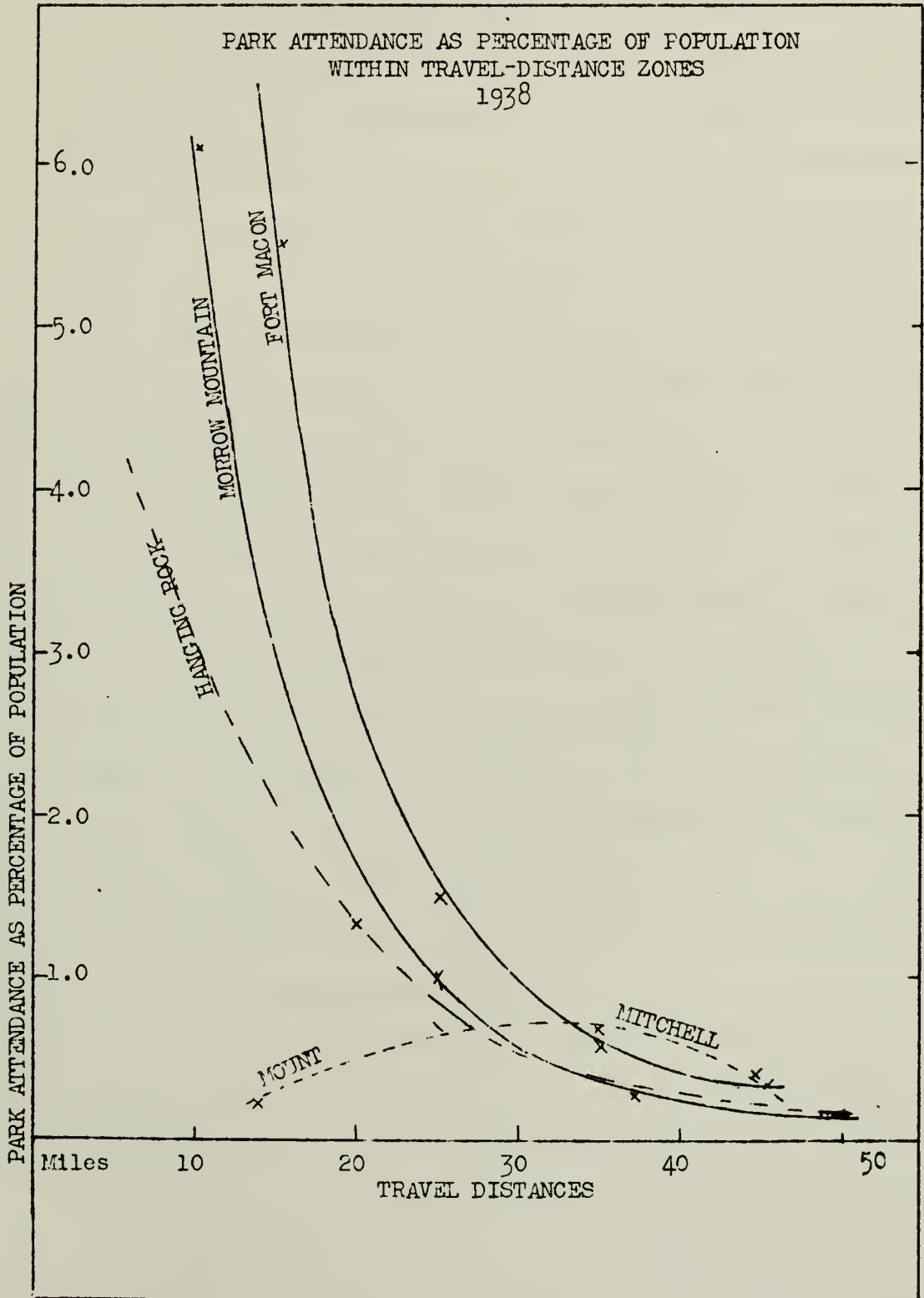
TABLE 12
TOTAL PARK ATTENDANCES, AS PERCENTAGES OF THE POPULATION WITHIN
CERTAIN TRAVEL-DISTANCE ZONES

Miles	Mount Mitchell			Morrow Mountain			Hanging Rock			Fort Macon		
	Population*	Park visitors	Percentage	Population*	Park visitors	Percentage	Population*	Park visitors	Percentage	Population*	Park visitors	Percentage
0-10	1.5			9.5	1729	6.13	4.4			5.5	318	5.8
10-20	22.9			18.7			16.1			1.8	152	8.4
20-30	89.1	21	.023	48.5	309	0.64	44.7	102		3.4	78	2.3
30-40	46.0	30	.065	78.1	273	0.35	88.7	1911	1.31	10.9	110	1.0
40-50	61.8	15	.024	154.3	305	0.20	157.7	476	0.3	7.4	832	11.3

* In thousands; from 1930 Census figures.

For the above analysis ten-mile zoning was used; the maps show the more usual 15-25-50-mile zones.

GRAPH 1.2



Assisted by WPA 665-32-3-336

PARK PATRON PREFERENCES

For park-patron preferences we are dependent upon the results of a questionnaire distributed widely at Mount Mitchell, Cape Hatteras (National Seashore) and Hanging Rock parks. The responses to this questionnaire were so numerous that we have information regarding 13.5 percent of the park attendance. One in three out-of-State visitors cooperated in the study (exact percentage, 32), while one in every ten residents of the State returned the completed form.

There is agreement between the returns from parks of similar type such as Cape Hatteras and Mount Mitchell (both of which are scenic parks), while there is disagreement between the returns from parks differing in basic service, as exemplified by the returns from Hanging Rock, an active-use park, and Mount Mitchell, a scenic park.

In the discussion of age groups, it was pointed out that park patrons confirmed the age-group findings of field checkers. In income and occupation of park patrons, separately determined, the returns confirmed each other but did not corroborate the State-wide figures. This they could hardly be expected to do. In residence of park patrons, the returns likewise departed from the State averages.

1. Park-patrons' vacations.

The returns indicated the number of day, week-end and regular vacations taken by park patrons, and the average number of miles traveled upon each. When the figures were assembled by income groups, the figures for day and for week-end vacations indicated that if a family decided upon one of these shorter vacations, the distance traveled would vary with things other than income. The figures for reg-

ular vacations were different. These invariably involved longer mileages, and the distance traveled varied almost directly with income received, from an average of six hundred miles for the lowest income group to nearly two thousand miles for those receiving incomes greater than \$3000. (The exact figures are, for the four income groupings: 608, 708, 1258 and 1946 miles, see Appendix 7).

2. Months used for vacations.

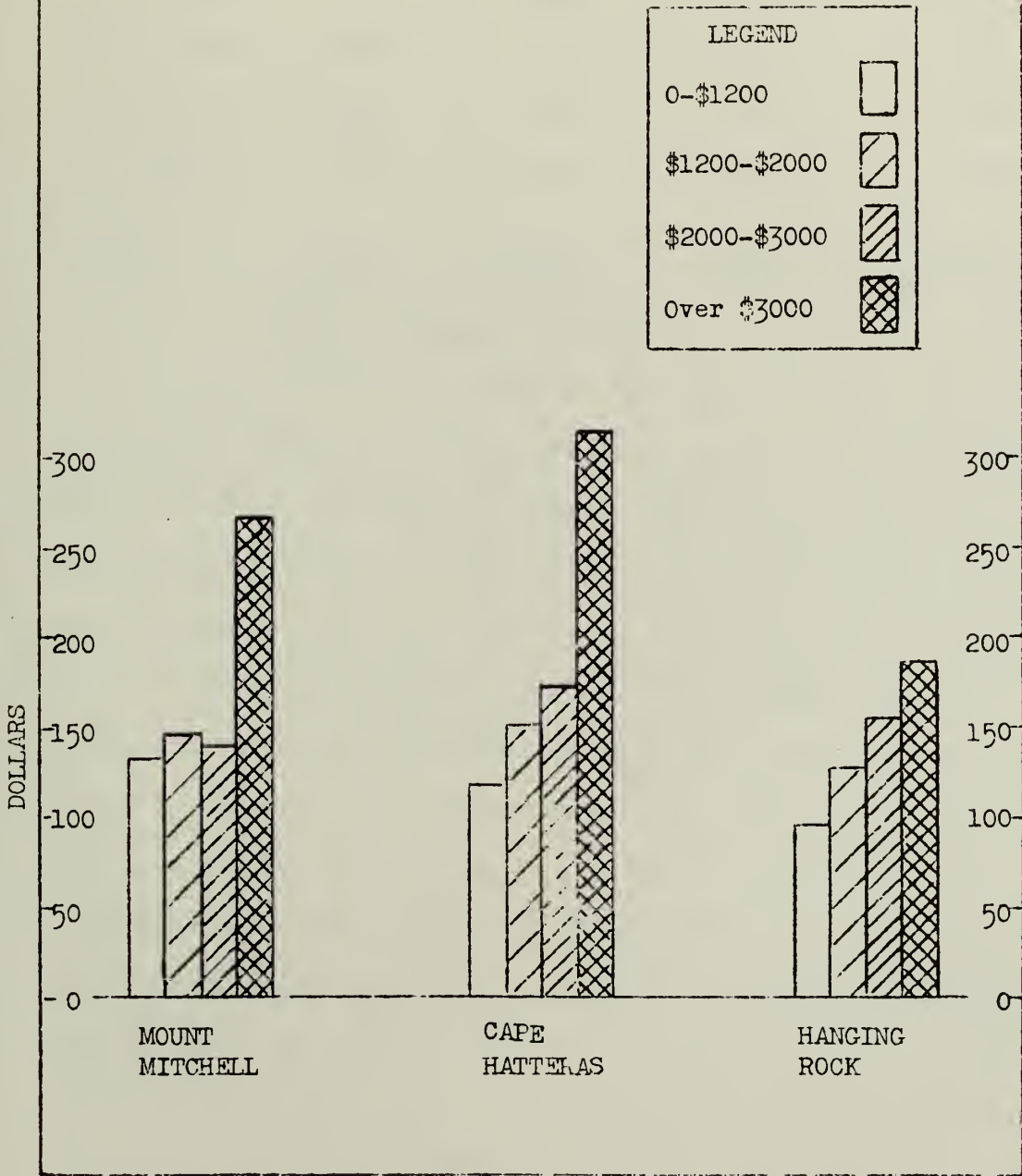
August, July and September are the popular regular-vacation months, in that order. These three months were used by ninety-three percent of the park patrons who answered the questionnaire. The spot-week figures placed August first. The park visitors place August first by an average more than double that for July and four times that for September. Such disparity between the totals for each of the summer vacation months indicates that the first and easiest point of attack for any program leading to a more uniform use of park facilities is the equalization of the summer months.

3. Annual expenditure on vacations.

The figures given by park visitors show a definite ratio between income received and amount spent upon vacations which does not vary for the park visited. As Table 13 and Graph 13 show, however, the ratio is not direct. If you double a family income you do not multiply by twice the amount that will be spent upon recreational travel. (In other words, poorer people spend a larger proportion of their income upon vacations than do those who are really better able to afford it. This gives a significant uniformity to the figures for average total annual recreational expenditure by all

GRAPH 13

PARK PATRONS' VACATIONS
AVERAGE ANNUAL EXPENDITURE, BY INCOME GROUPS
1938



Assisted by WPA 665-32-3-336

park patrons in all parks, but the highest-income group (over \$3000) does spend nearly twice as much as any other income group.

TABLE 13.
PARK PATRONS' VACATIONS, AVERAGE ANNUAL EXPENDITURE

Income groups	Mount Mitchell	Cape Hatteras	Hanging Rock	Average per income group
0-\$1200	\$131	\$119	\$ 96	\$114
\$1201-\$2000	146	151	127	141
\$2001-\$3000	140	173	155	151
Over \$3000	267	315	187	265
Average per park	\$171	\$190	\$141	\$167

4. Where vacations are spent.

Questionnaires distributed to people on Mount Mitchell naturally drew replies favoring mountains as the place for recreation. Likewise, the National Seashore visitors preferred the sea. But at Hanging Rock, an active-use park attracting all types, the vote between mountains and seashore was almost a tie (125 to 129).

Park patrons seem to prefer National rather than State parks, but the preference margin is small (62 to 52) and is due entirely to the vote of the high-income group. Mountains and the seashore, on the other hand, seem to be equally attractive in totals bearing no relation to income. Ocean trips are listed by a few, and those who spend their vacations abroad are distributed, almost equally, among all income groups but the lowest. Lakes and country are preferred by the higher income groups, who live largely in cities; but the interest in city vacations affects all income groups equally.

5. Preferences for recreational diversions.

The park patrons were allowed to express their preferences for recreational diversions in their own words, rather than to check items in a prepared classification. This made it necessary to classify preferences ranging from shuffleboard to horseback riding, from bridge to motoring, but certain preferences received significant votes. For example: (a) park patrons prefer to swim, to travel and to fish, in that order. Equal preferences for sports (baseball, etc.) and for hiking come somewhat lower, and the numbers attracted by these are, in turn, double the number who care for boating, hunting, camping and for social games. With only one exception, the recreations mentioned are the preferences expressed by people drawing incomes of more than \$1200. This one exception is an apparent lack of interest in fishing by persons receiving an income over \$3000. The low-income group (below \$1200) shows an apparent lack of interest in sports (baseball, etc.), but, for the other recreational diversions, it has the preferences already described for the higher income groups.

The preference for recreational diversions seems, except for a heavy vote at Mount Mitchell for hiking, hunting and camping, in that order, to cut across the park patronage without regard to the park for which the returns were made. This is abundantly clear in a similarity which is carried almost to identity between the figures for parks as dissimilar as Cape Hatteras and Hanging Rock.

6. Preferences for recreational travel.

With all income groups, and in all parks, the auto is



nearly twelve times as often chosen for recreational travel as a train, fifteen times as often as a boat, and twenty-two times as often as a bus. The questionnaire listed both auto and bus, so the disparity between the two votes represents, not confusion between auto and bus in the minds of the answerers, but a surprising preference for the automobile. This is perhaps not surprising in itself, but that twice as many people should prefer a train ride to a bus ride as a recreational diversion is interesting.

7, Preferences in securing food.

(Park patrons solve the problem of securing food first by going to a restaurant. They do this nearly twice as often as they go to a hotel and three times as often as they cook their own meal or eat lunches which they have brought with them. Fewest of all eat at private homes, but the number is large enough to be significant.

In the matter of securing food, an income pattern can be seen, but, no matter what one's income, carrying lunches is equally popular. The same equality is seen in the number who eat at private homes and who cook at camp stoves.) In fact, the latter is more popular than the former with those receiving incomes greater than \$1200. (The income pattern - a direct relation between income and eating habits - is most clearly shown in the figures for restaurants and hotels. The larger the income, the more often these methods of securing food are chosen.) The usual proportion is one of two eaters in restaurants to one in hotels, and this ratio persists until the highest income group is reached, when the percentage of those who eat in hotels rises.

8. Preferences for means of lodging.

Park patrons prefer to lodge in hotels. Tourist homes come next, and tourist camps third. This takes care of nine out of every ten of the park patrons. The remaining one in every ten uses roadside camps, tents, and auto or trailer, in that order. In only one park (Mount Mitchell) do tourist camps draw more than tourist homes, and this is true for all income groups at this park. For the other parks, hotels, tourist homes and tourist camps are preferred, in that order, by all income groups. Only for hotels is there an income pattern. In the lowest income group, hotels, tourist homes and tourist camps have equal attraction, but the percentage of hotel-users rises with increased income, and in the highest income group there are more than twice as many people in hotels as there are in tourist camps or tourist homes.

MORE DETAILED ANALYSIS OF PARK ATTENDANCE, BY PARKS.

Before discussing park attendance by parks, attention should be called to the distinction already made (page 3) between the different kinds of parks: (1) the active-use parks, such as Hanging Rock and Morrow Mountain, and (2) scenic parks such as Cape Hatteras and Mount Mitchell. In almost everything, the respective park patrons differ: number attending on Sunday; distribution of week-day attendance; time of arrival at park; dependence upon weather; percentage of children; percentage of urban, rural non-farm and rural-farm visitors; percentage of high-income receivers; percentage of professional and technical workers; percentage of out-

of-State visitors. These facts will have become abundantly clear from the tables and graphs which have already been presented, and to which reference can be made for details of the individual parks.

1. Mount Mitchell.

The total number of visitors recorded at Mount Mitchell was 1526. These figures were not for one spot-week per month, as in the case of the other parks, but for three weeks in the late summer (see Table 1), and it would have been difficult to compute a seasonal total if there had been no previous records for this park. (See Appendix 2 for the way in which the estimate was made). The total summer attendance is estimated to be 7,460.

The total checked attendance, 1526, represents the combined attendance at the two checking stations: (a) Camp Alice, and (b) the "parking area", two miles farther on and within a few hundred yards of the summit, less the number (170) who were counted twice, once by each checker. The second checker recorded also the number seen on the trail to the summit. This number, 1089, is larger than the attendance recorded at the "parking area", and the difference, 546, represents the number who elected to make the one-mile climb rather than pay an additional twenty-five cent toll. The number reaching the summit of Mount Mitchell (1089) is 71.4 percent of the number entering the park.

The total park attendance, 1526, was checked under conditions which make it difficult to speak of 1938 in terms of distribution of attendance over the summer. Records for 1930-1935 show a very uniform rise to a peak in August followed by a sudden drop, in

September, but even October had more visitors than May (Table 14).

TABLE 14
ATTENDANCE AT MOUNT MITCHELL STATE PARK, 1930, 1931, 1933, 1934,
1935 (IN PART), BY MONTH

	IN-STATE	OUT-OF-STATE	TOTAL
April	29	67	96
May	295	397	692
June	1718	3085	4803
July	3654	5960	9614
August	3336	6678	10014
September	1147	1861	3008
October	413	676	1099
November	67	115	182
Total	10659	18840	29499

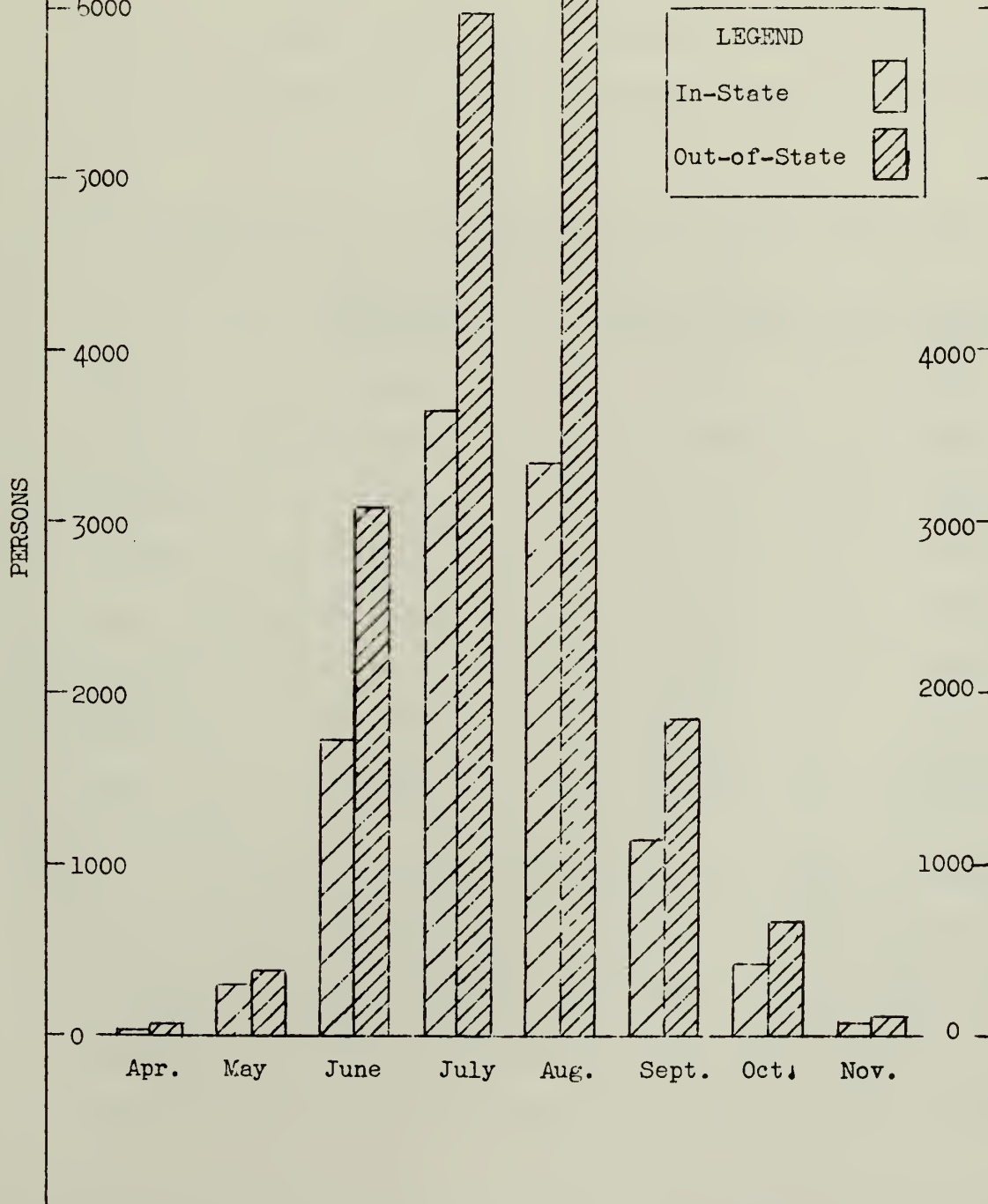
The three check-week figures show that, for days of week, Mount Mitchell has the fairly even attendance distribution characteristic of the other scenic park--Cape Hatteras. There the Sunday attendance was thirteen percent larger than that of the next heaviest day; at Mount Mitchell it is twenty-one. The five-year records for 1930-1935 give a total Sunday attendance which is twenty percent greater than that of the next heaviest day. The difference between twenty and twenty-one percent is so slight that in still another instance the check-week method has proven its dependability.

The longer five-year record is broken down in Graph 15 into in-State and out-of-State. Here two different patterns appear,

GRAPH 14

ATTENDANCE, MOUNT MITCHELL STATE PARK, BY MONTHS
1930-1935

(August 1930-1934 only)



one for in-State and another for out-of-State visitors. The in-State visitors are quite evenly distributed over the early week days, rise on Saturday and continue to a Sunday peak which is nearly double the early week-day average. The out-of-State visitors rise to and fall from a Wednesday maximum, and then reach average figures, for Saturday and Sunday, which barely exceed the in-State Sunday total (Table 15 and Graph 15). Table 16 and Graph 16 give the record by years.

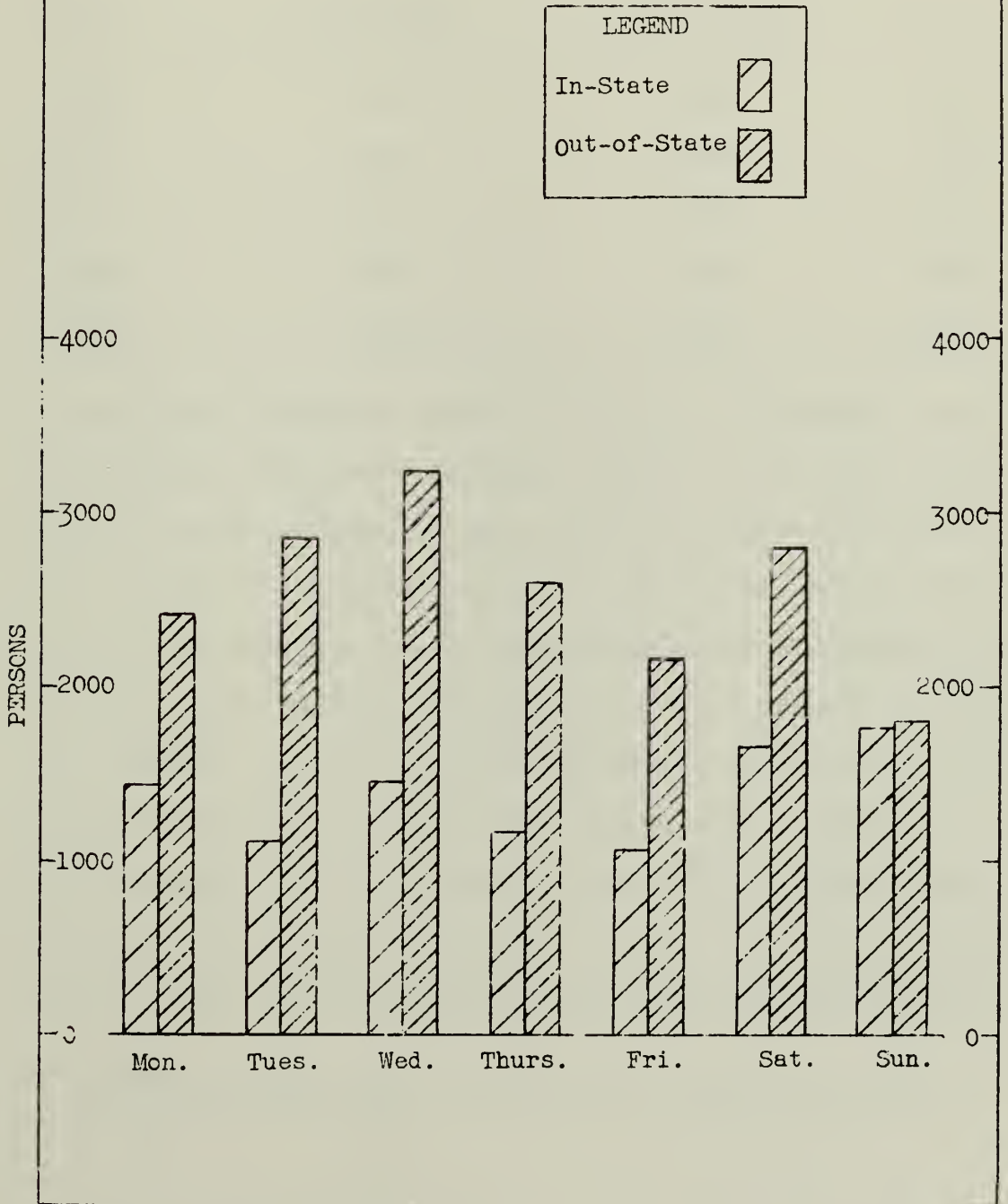
TABLE 15.
ATTENDANCE AT MOUNT MITCHELL STATE PARK, 1930, 1931, 1933, 1934,
1935 (IN PART), BY DAY OF WEEK

	IN-STATE	OUT-OF-STATE	TOTAL
Monday	1423	2408	3821
Tuesday	1117	2849	3966
Wednesday	1432	3213	4645
Thursday	1175	2610	3785
Friday	1062	2172	3234
Saturday	1677	2787	4464
Sunday	2773	2801	5574
Total	10659	18840	29499

The total checked attendance for 1938, 1526, (a) reached the park in the afternoon twice as often as it did in the morning, but this was largely the result of accessibility, one-way-traffic-rule hours, etc.; (b) was divided into over-eighteen and under-eighteen-year-olds in the ratio of five and a half to one; (c) included

GRAPH 15

ATTENDANCE MOUNT MITCHELL STATE PARK
BY DAY OF WEEK
1930, 1931, 1933, 1934, 1935 (in part)



Assisted by WPA 665-32-3-336

three and a half times as many city-dwellers, one-third as many rural non-farm people and one-seventh as many farmers as one would

TABLE 16.
ATTENDANCE AT MOUNT MITCHELL STATE PARK, 1930, 1931, 1933, 1934,
BY YEAR

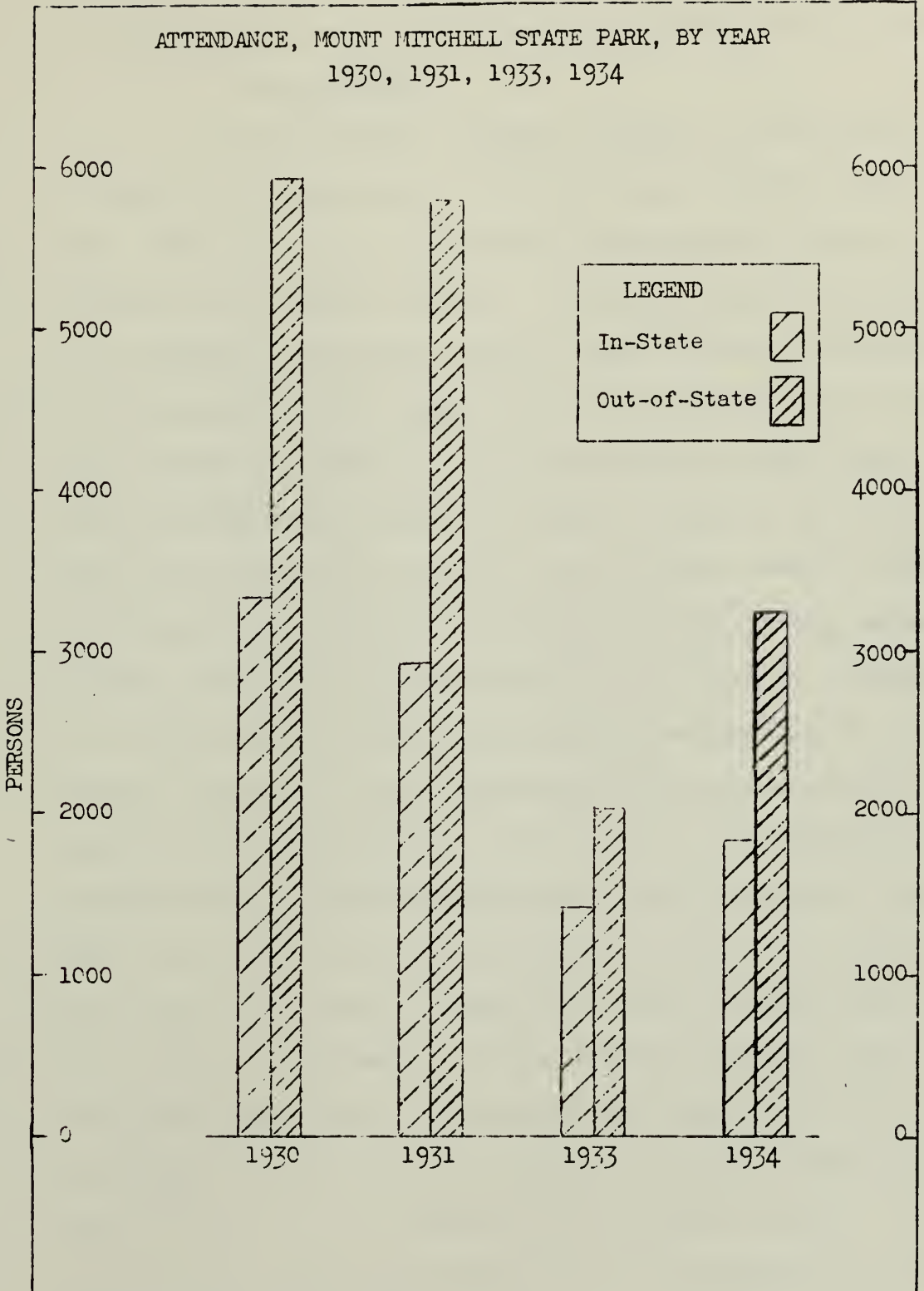
YEAR	IN-STATE	CUT-OF-STATE	TOTAL
1930	3338	5851	9189
1931	2961	5812	8773
1933	1421	2021	3442
1934	1842	3244	5086
TOTAL	9562	16928	26490

expect solely from their number in the State; (d) included almost four times as many people with high incomes as are indicated by the State-wide averages; (e) was made up of in-State and out-of-State people in the unusual, even for scenic parks, ratio of four to five; (f) received from the neighboring States of Tennessee, South Carolina and Virginia one-third of its out-of-State visitors; (g) required a travel-distance of 260 miles to secure seventy per cent of its summer attendance*; (h) derived only one person in every thirty-five of its attendance from a distance of less than fifty miles; (i) included, during the entire summer, only one person in every nine hundred living within fifty miles of the park

* Active-use parks secure this percentage within thirty miles, Table 11 and Graph 11.

GRAPH 16

ATTENDANCE, MOUNT MITCHELL STATE PARK, BY YEAR
1930, 1931, 1933, 1934



Assisted by WPA 665-32-3-336

entrance; and (j) included, on an average Sunday, only one person in every seven thousand of those living within the fifty-mile zone.

2. Cape Hatteras.

The total number of visitors recorded at Cape Hatteras was 1498, and the estimated total for the summer season of 1938 is 5400. The figures do not include 3776 individuals who are not classed as park visitors, namely: (1) people, largely C.C.C. workers, traveling in Government vehicles, 2161; (2) people traveling in unlicensed local cars, 1594; and (3) local pedestrians, 21. The total attendance, 1498, (a) was so spread over the summer months that the maximum week was only half again as large as the minimum week (actual figures 330 and 215); (b) was spread evenly through the entire week, the Sunday attendance being only thirteen percent greater than that of the next heaviest day; (c) came most largely, as is usual, during the afternoon hours; (d) was unaffected by the weather conditions; (e) was divided into over-eighteen and under-eighteen-year-olds in the ratio of four to one, which should be compared with a National Seashore ratio of six to one and a State-wide ratio of one to one (actual figures 54 to 46); (f) included over three times as many city-dwellers, one-half as many rural non-farm people, and one-twelfth as many farmers as one would expect solely from their number in the State; (g) included four times as many people with high incomes as there are in the State-wide averages; (h) was made up of in-State and out-of-State people in the ratio of three and a half to one; (i) had an out-of-State attendance

which was made up of one person from neighboring Virginia to two from all other States; (j) derived none of its visitors from less than 115 miles away, due to its position upon a barrier beach, and required a travel-distance of 285 miles to secure seventy percent of its total attendance; and (k) represented 4.7 percent of the total number of visitors to the National Seashore, of which Cape Hatteras State Park is itself a part.

Speaking in terms of cars, which, because of their license numbers, can be individually traced, 599 cars turned toward Cape Hatteras from the National Seashore at Whalebone station. One hundred and five of these crossed the intervening Oregon Inlet ferry, but only forty-nine of these reached Cape Hatteras. In other words, of the 332 cars reported as arriving at Cape Hatteras, forty-nine began the trip at Whalebone station. An additional eighteen joined these by starting at Oregon Inlet and continuing on to the Cape itself, leaving 265 cars to be otherwise explained.

3. Morrow Mountain.

The number of visitors recorded at Morrow Mountain during the summer of 1938 was 3182. This number fell short of representing even the total for the checked weeks because two Sundays and three week days were omitted. As explained in Appendix 3, the necessary interpolations were made and an estimated total of 21700 for the summer season was secured. (This number will be surpassed when the park is officially opened, see pages 7 and 8).

The total checked attendance, 3182, (a) was somewhat unevenly distributed over the summer months, rising to a maximum week

in July (not including the Fourth) which was two and a half times the attendance during the lowest week; (b) was not quite so unevenly distributed over the week as the other active-use park (Hanging Rock), the Sunday average being only four times the Saturday average and nine times the week-day average; (c) came almost equally during the morning and afternoon, and had an evening attendance only a little less than half as large as either; (d) was divided into over-eighteen and under-eighteen-year-olds in the ratio of four to one; (e) was made up of in-State and out-of-State people in the ratio of nineteen to one; (f) derived only one-fifth of its out-of-State total of 177 from the States immediately north and south; (g) derived seventy per cent of its park attendance from within thirty-three miles of the park entrance; (h) included eleven people out of every hundred living within fifteen miles of the park, assuming that there were no duplications, and four people out of every hundred living within fifty miles of the park; and (i) on an average Sunday, included one person in every six hundred living within the fifty-mile zone. As has been said, these figures are for a park which has not yet been officially opened.

4. Hanging Rock.

The total number of visitors recorded at Hanging Rock during the summer of 1938 was 3163, and the estimated total for the summer season is 12,650. (As already stated, pages seven and eight, this is a minimum which will be greatly surpassed when the park is officially opened). The total checked attendance, 3163, (a) was somewhat unevenly distributed because of an abnormally high May fig-

ure, but, for the summer months, the maximum week was less than three times as large as the minimum week (actual figures 768 and 280); (b) was so unevenly distributed through the weeks that the average Sunday had twenty times the average Saturday attendance and forty-five times that of the average weekday; (c) came most numerous in the morning and had an evening attendance one-third that of the morning, both the result of accessibility; (d) was greatly affected by the weather conditions, the clear-dry average being fifteen times that for rainy days; (e) was divided into over-eighteen and under-eighteen-year-olds in the ratio of two and a half to one, the highest percentage of children in any park, and one in which field checker and park patron each confirm the other; (f) included two and a half times as many city dwellers, fewer rural non-farm, and one-fourth as many farmers as one would expect solely from their numbers in the State; (g) included four times as many people with high incomes as would be indicated by the State-wide averages; (h) was made up of in-State and out-of-State people in the ratio of thirty to one; (i) received from the nearby State of Virginia one-half of its out-of-State total of 104; (j) derived seventy percent of its attendance from within thirty-two miles of the park; (k) included between two and three people of every hundred living within fifty miles of the park; and (l) on an average Sunday, included one person in every six hundred of those living within the fifty-mile zone.

5. Fort Macon.

Fort Macon is the only park for which we have attendance figures covering the entire year. The total attendance, 13,491, is shown by months in Table 17 and Graph 17, which show a sharp rise to July and August highs of nearly three thousand each, and an even sharper decline to mid-winter figures approaching one hundred. The weekly figures do not rise and fall quite so uniformly, but for the months of April, May, June, August and September there is only one week whose total would not have afforded a correct spot-week indication, if that method had been used to determine the attendance.

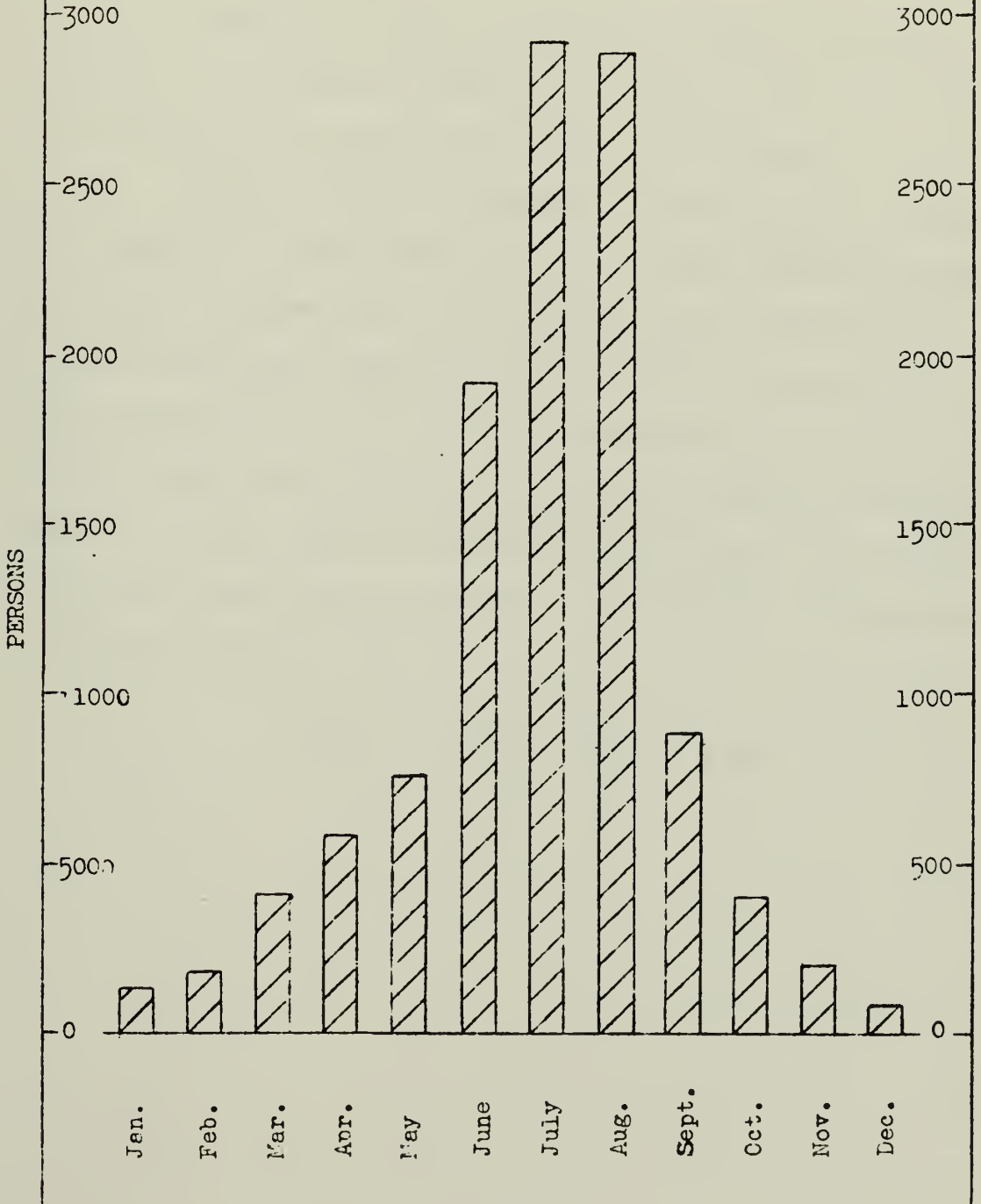
TABLE 17.
FORT MACON, ATTENDANCE, 1938, BY MONTH

MONTH	IN-STATE	OUT-OF-STATE	TOTAL
January	256	104	360
February	434	179	613
March	609	187	795
April	1207	295	1502
May	694	146	840
June	1576	294	1870
July	2601	418	3019
August	2474	421	2895
September	742	156	898
October	346	59	405
November	169	32	201
December	63	29	92
Total	11171	2320	13491

12/20/38
12/20/38

GRAPH 17

ATTENDANCE AT FORT MACON. STATE PARK
BY MONTHS
1938



Assisted by WPA 665-32-3-336

During July there was enough fluctuation so that spot-week checks would have shown little more than large attendance and would not have indicated that the second week in August would be the high week of the year.

The fort was closed during 1933 and 1934, but the total figures for 1930-1932 and 1935-1938 are combined by month in Table 18, by day of week in Table 19 and by years in Table 20.

Table 18 links Fort Macon with all other parks by showing that August is the peak month. The rise to August from the January low would be a smooth curve if it were not for June figures which show an unexplained tendency to remain at or near the May level. From the August peak, the decrease to the winter lows is fairly abrupt. Both in-State and out-of-State figures show the same general curve for the year, but the percentage of out-of-State park patrons is greatest during the winter months. In January it is thirty five, in August it is only sixteen.

(For Table 18, see following page)

TABLE 18.
 FORT MACON, ATTENLANCE BY MONTH
 1930-1932, 1935-1938
 In-State (In-St.) and out-of State (Out-St.)

	1930-1932*		1935		1936		1937		1838		Total	
	In-St.	Out-St.	In-St.	Out-St.	In-St.	Out-St.	In-St.	Out-St.	In-St.	Out-St.	In-St.	Out-St.
Jan.							149	35	256	104	405	139
Feb.							44	48	434	179	478	227
Mar.					272	32	412	89	609	187	1293	308
Apr.					717	86	731	153	1207	295	2655	534
May					1926	335	1080	237	694	146	369	718
June	342	45			1463	378	475	70	1576	294	3856	787
July	1389	171	1425	243	3668	775	835	210	2601	418	9918	1817
Aug.	1497	219	3582	549	4160	624	508	140	2474	421	12221	1953
Sep.	770	184	1515	261	1659	332	1294	373	742	156	5980	1306
Oct.			958	244	516	126	717	212	346	59	2537	641
Nov.			848	259	387	130	540	151	169	32	1944	572
Dec.			159	30	211	72	274	85	63	29	707	216
To- tals	3998	619	8487	1586	14979	2890	7059	1803	11171	2320	45694	9218
To- tal	4617		10073		17869		8862		13,491		54,912	

* The fort was closed in 1933 and 1934.

By day of week, Fort Macon's record more nearly resembles that of active-use rather than the scenic parks. Consistently through the years, there have been more Sunday visitors, by twice, than all other week-day visitors combined; and this has been true of both in-State and out-of-State patrons (see Table 19).

GRAPH 18

ATTENDANCE FORT MACON STATE PARK
BY MONTH
1930-1932, 1935-1938

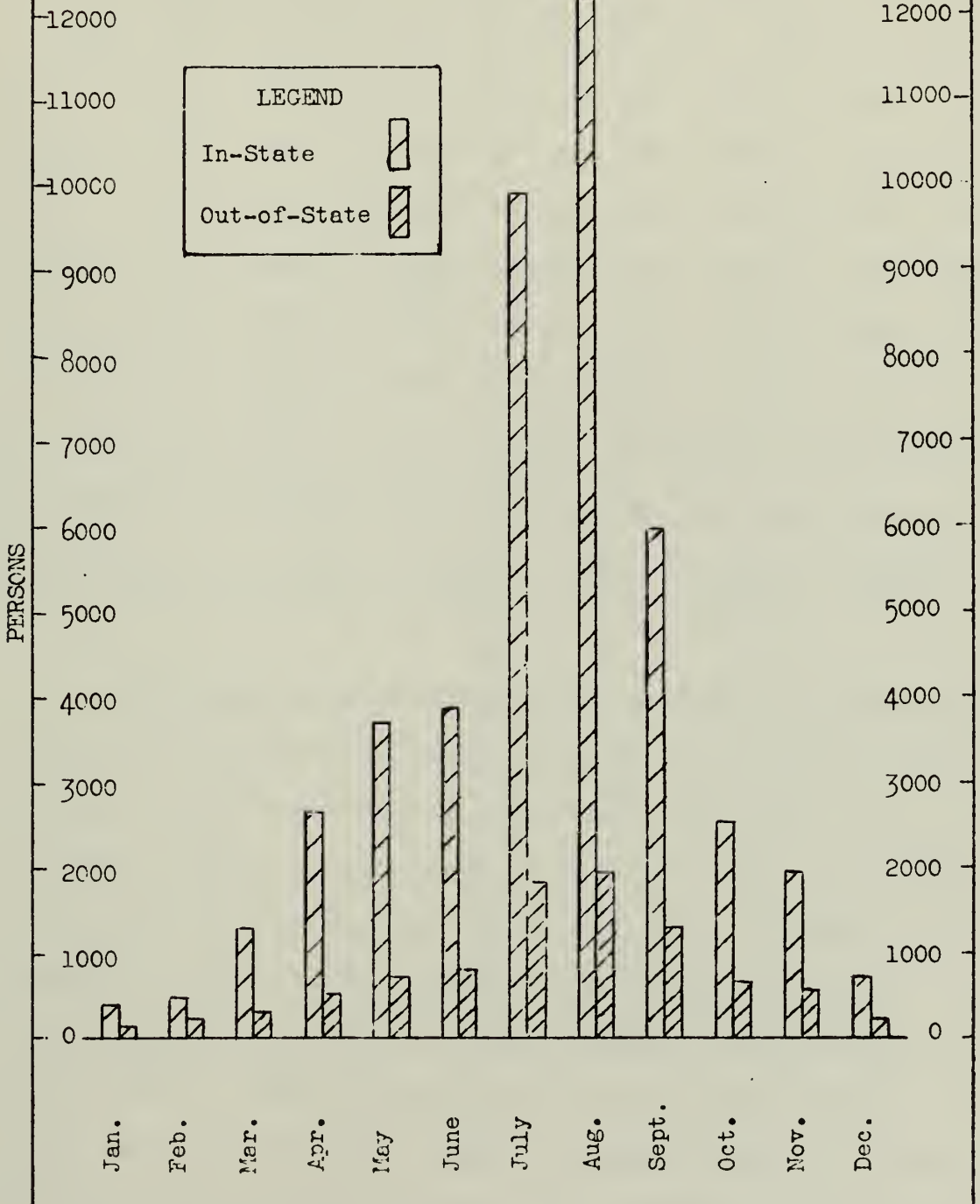


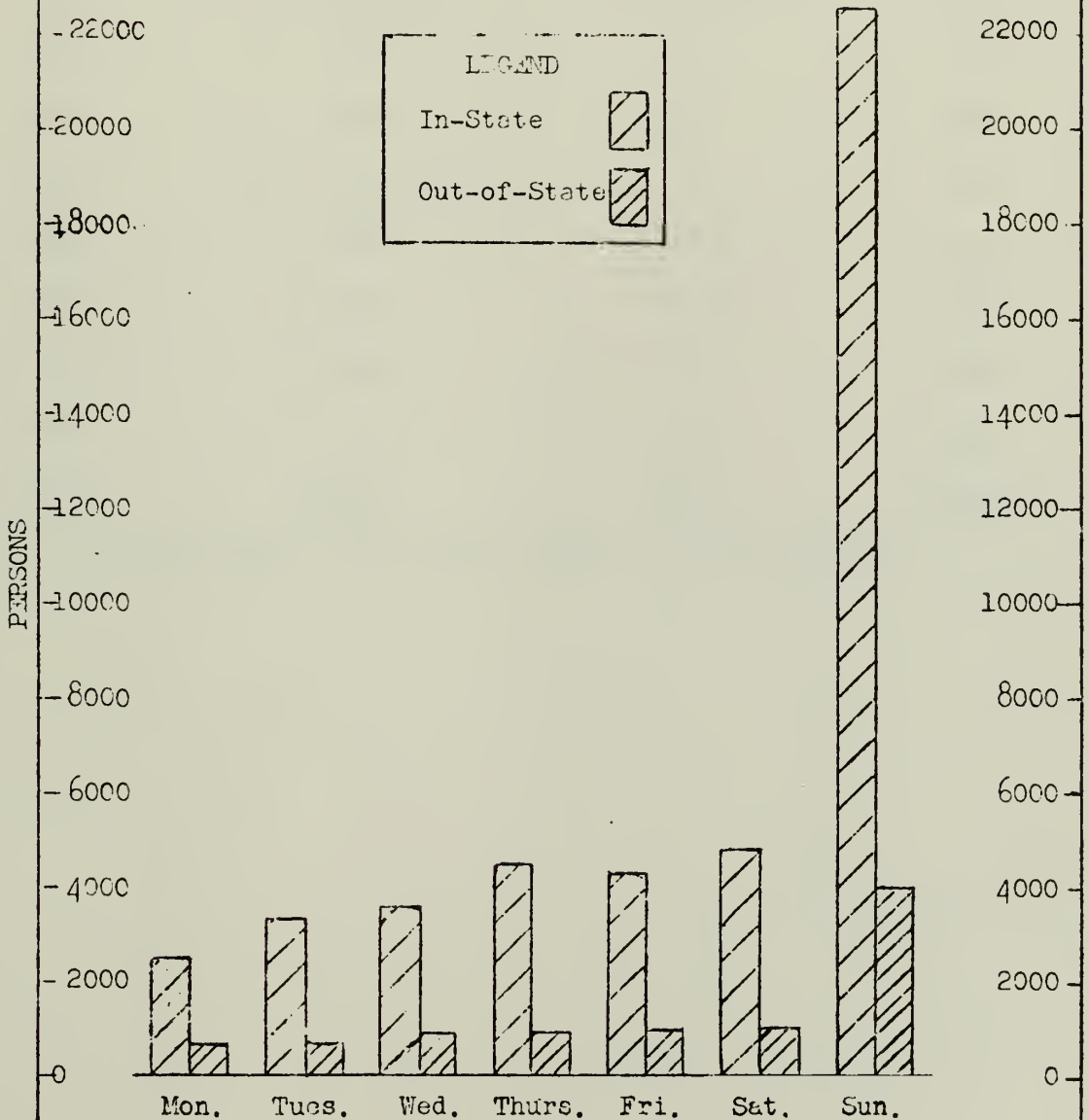
TABLE 19.
FORT MACON, ATTENDANCE BY DAY OF WEEK
1930-1932, 1935-1938
In-State (In-St.) and Out-of-State (Out-St.)

	1930-1932		1935		1936		1937		1938		Total	
	In-St.	Out-St.	In-St.	Out-St.	In-St.	Out-St.	In-St.	Out-St.	In-St.	Out-St.	In-St.	Out-St.
Mon.	368	36	448	135	564	189	452	158	738	193	2570	711
Tue.	145	68	639	122	990	233	400	180	872	198	3316	729
Wed.	459	74	690	134	1148	262	451	136	920	265	3668	871
Thu.	431	54	1064	218	1348	293	481	136	1149	215	4473	916
Fri.	585	63	699	150	1680	268	421	236	908	257	4293	974
Sat.	503	119	573	141	1726	271	783	191	1189	258	4774	980
Sun.	1237	205	4374	686	7523	1374	4071	838	5395	934	22600	4036
To-tals	3998	619	8487	1586	14979	2890	7059	1803	11171	2320	45694	9218
TC-TAL	4617		10073		17869		8862		13491		54912	

Beginning its active career as a scenic-historic State park in 1930, Fort Macon attracted fourteen hundred and fifty people the first year, twelve percent of the number coming from other States. The number attending the fort increased to 2651 in 1931, but dropped to 516 in 1932, and the fort was closed for the next two years. Reopening in 1935, it attracted more than ten thousand visitors, reached a banner year of nearly eighteen thousand in 1936, and attracted 13,500 in 1938 after dropping to less than nine thousand in 1937, when, for most of the summer, the entrance road was closed. The total number of visitors to Fort Macon between June, 1930, and

GRAPH 19

ATTENDANCE FORT MONROE STATE PARK
BY DAY OF WEEK
1930-1932, 1935-1938



Assisted by WPA 665-32-3-336

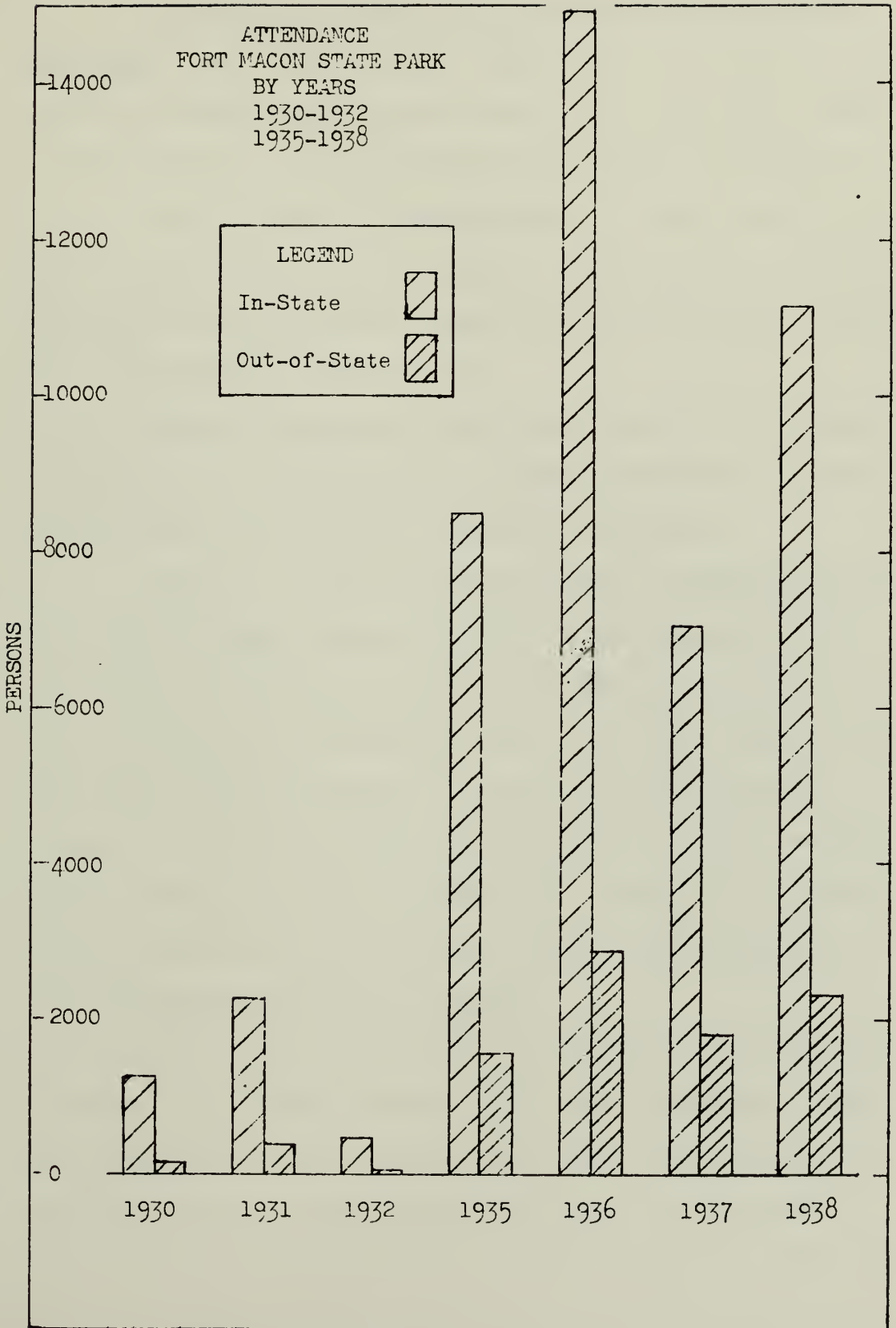
December, 1938, was 54,912 (see Table 20).

TABLE 20.
FORT MACON, ATTENDANCE BY YEARS
1930-1932, * 1935-1938

YEAR	IN-STATE	CUT-OF-STATE	TOTAL
1930	1275	175	1450
1931	2260	391	2651
1932	463	53	516
1935	8487	1586	10073
1936	14979	2890	17869
1937	7059	1803	8862
1938	11171	2320	13491
Total	45694	9218	54912

* Fort Macon was closed to the public in 1933 and 1934.

GRAPH 20



APPENDIX 1

The accuracy of summer totals estimated from spot-week checkings.- The total attendance figures were obtained by multiplying the five-week checked totals by four, in the case of all parks but Morrow Mountain and Mount Mitchell (see Appendices 2 and 3).

The validity of the multiplication by four, in spite of the fact that there are not exactly four weeks a month, but a total of twenty-two weeks during the months from May to September, inclusive, was checked in different ways.

First, by comparing (a) the total secured for Fort Macon by the times-four method with (b) the actual attendance. The two totals differed by only 745 in 12,537, or six percent.

Second, by drawing attendance curves and interpolating for the unchecked weeks. This was done for all of the parks and the totals secured in this way varied by only seven percent from the totals obtained by the times-four method. As a still further check, the interpolating curve method was used for Old Fort Raleigh, a checking station in the National Seashore which recorded more than 100,000 individuals, and was therefore large enough satisfactorily to check the accuracy of the method. There the two methods gave totals which agreed within five percent.

One week per month figures are believed to give valid indications of the summer trend and of the totals themselves, and in this report, the figures for single weeks are cited as average figures for the month. Similar methods are used in the Gallup Poll, which forecasted the last election to within one percent. They are

used by the crop forecasters who travel across States in cars equipped with buttons which enable the observer to push in the button for a particular crop while he is driving past that crop and to emerge at the State boundary with dependable averages for all the crops. The smoothness of the curves, the persistence of particular averages, irrespective of observer, day and location; the magnitude of the figures secured,- all these make dependable the figures that have been used in the analysis.

APPENDIX 2

How the total estimated summer attendance was computed for Mount Mitchell.- For Mount Mitchell, the only records available were for two weeks in late August and one week in early September. To use such figures as averages for a season extending from May to September would violate all principles of obtaining averages, so another method was used. Attendance figures for the same three weeks over a five-year period (1930-1935) were compared with the total attendance for those five years and a relationship established. This showed that the total summer attendance for each of the five years was 4.89 times the attendance for the three weeks in question. Multiplying 1526, the 1938 three-week attendance, by this factor gives a total of 7,460 for the Mount Mitchell summer total. If the three-weeks' figures had been spread uniformly over the summer the total would have been 10,000. The total of 7,460 is believed to be much more nearly correct, and it is used in the tables.

APPENDIX 3

How the total summer attendance at Morrow Mountain was computed.- For Morrow Mountain, no May records were available, and there were no records for the Sundays of June and September, nor for June 12, 13 and 14. For the June and September omissions, graphic comparison was made with the summer trend at Hanging Rock and the necessary interpolations made. Estimates of 1250 for June and 626 for September resulted. Comparison with the May figures for Hanging Rock was useless because of the presence there of an unusually large May Sunday. An extension, into May, of the summer average of 1085 was therefore assumed. The total was computed by multiplying the estimated summer totals by four, as explained in Appendix 1. Morrow Mountain has an estimated total summer attendance of 21,700 people.

APPENDIX 4

NUMBER OF PERSONS, CARS, AND PERSONS PER CAR
ATTENDING NORTH CAROLINA PARKS - 1938

	National Seashore		Cape Hatteras		Hanging Rock		Morro Mountain		Mount Mitchell	
	No.	%	No.	%	No.	%	No.	%	No.	%

Attendance:										
In-State	22314	69.9	1165	77.9	3059	96.7	3363	95.	529	44.5
Out-State	9593	30.1	333	22.1	104	3.3	177	5.	660	55.5
Total	31907	100	1498	100	3163	100	3540	100	1189	100
Cars:										
In-State	6801	70.1	332	77.6	693	96.5	932	95.6	139	41.5
Out-State	2896	29.9	96	22.4	25	3.5	43	4.4	196	58.5
Total	9697	100	428	100	718	100	975	100	335	100
Persons Per Car:										
In-State	3.3		3.5		4.4		3.6		3.8	
Out-State	3.3		3.5		4.2		4.1		3.4	
Total, Average	3.3		3.5		4.3		3.9		3.6	
Persons in Govt. Cars*	1324		2161		2		0		0	
Person in N.C. Trucks**	3765		472		72		205		36	
Persons in Cars of unknown origin.***	1776		78		206		135		337	

* Not included in the figures tabulated above.

** Included in In-State figures.

*** Included in In-State figures for every park but Mount Mitchell. For the other parks "unknown" meant an unknown location within the State; for Mount Mitchell, even the State was unknown.

**** Not counting unlicensed cars.

APPENDIX 5

PARK ATTENDANCE, BY AGE GROUPS: CHECKERS' RECORDS AND PATRONS' STATEMENTS - 1938.

	Checkers' records			Park patrons' Statements		
	Total	Under 18	%	Total	Under 18	%
Mount Mitchell, Totals:						
Parking Area	543	104	19.2	272	81	29.8
Camp Alice	983	138	14.0			
Mount Mitchell, those counted twice:*						
Parking Area	165	32	19.4			
Camp Alice	168	19	11.3			
Cape Hatteras	1498	301	20.2	265	59	22.3
Hanging Rock	3163	889	28.1	262	74	28.2

* These are the same people, seen first in cars at Camp Alice by the checker there and seen in the same cars by the checker at the Parking Area. At Camp Alice the percentage of children was recorded as 19; at the parking Area, as 11.

APPENDIX 6.

PARK ATTENDANCE, BY AGE GROUPS, BY MONTHS,*1938,
BY PERCENTAGES

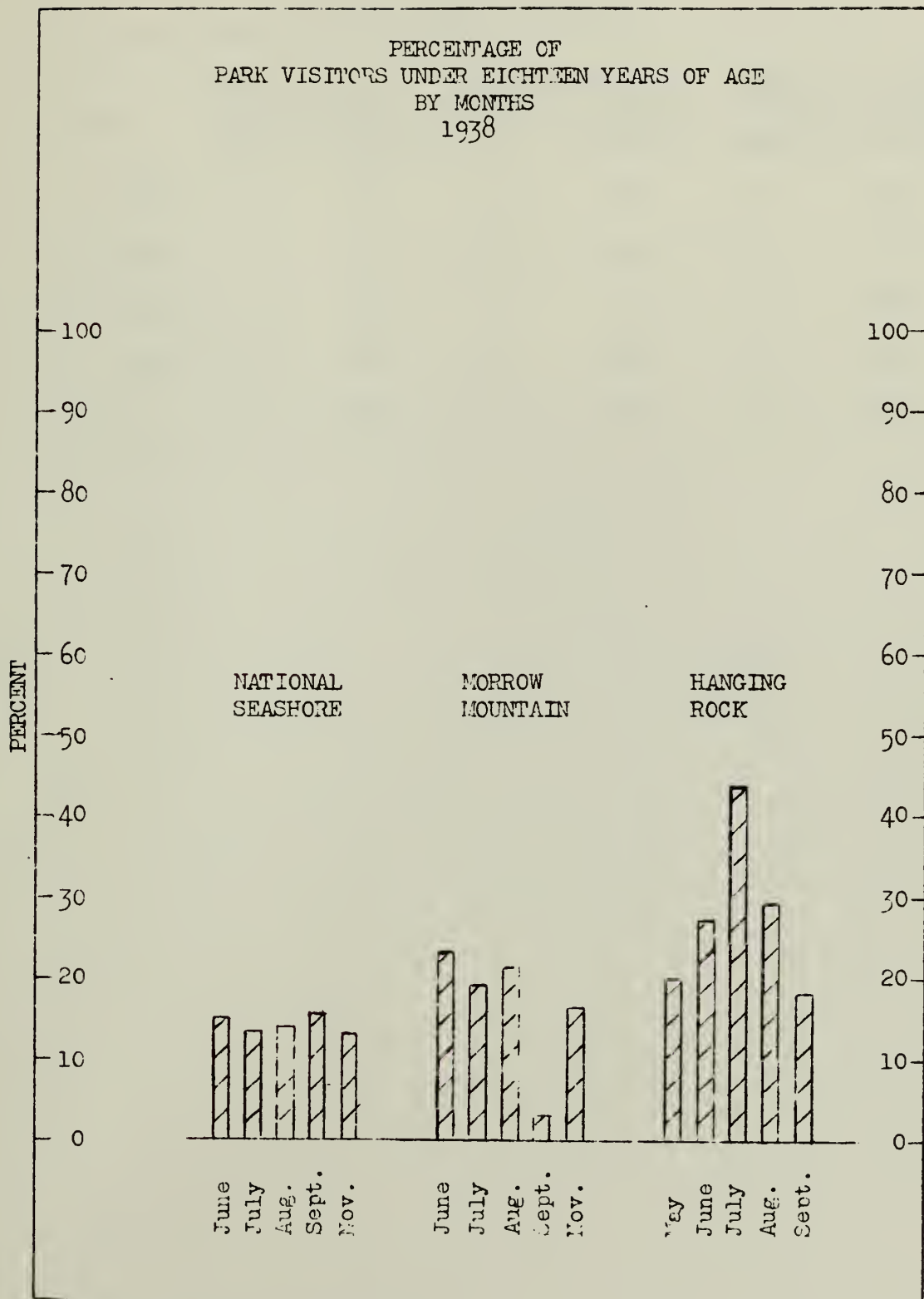
	National Seashore		Morrow Mountain		Hanging Rock	
	Under 18	Over 18	Under 18	Over 18	Under 18	Over 18
May	-	-	-	-	20	80
June	15.3	84.7	22.7	77.3	26.8	73.2
July	13.7	86.3	18.8	81.2	43.6	56.4
August	14.2	85.8	21.4	78.6	28.7	71.3
September	15.8	84.2	2.9	97.1	18.2	81.8
November	13.3	86.7	16.2	83.8	-	-
Average	14.3	85.7	19.2	80.8	28.1	71.9

* Mount Mitchell is absent from the table because period checked covers three weeks in late August and early September only.

See the accompanying graph (No. 21) where the effect of the summer closing of the schools is rather strikingly shown. In the National Seashore, the summer closing has no effect; in the active-use parks (Morrow Mountain and Hanging Rock) there is an effect, even though it expresses itself differently. At Morrow Mountain it is seen in an abrupt drop in the attendance of children in September, at Hanging Rock in a definite increase during the summer months.

GRAPH 21

PERCENTAGE OF
 PARK VISITORS UNDER EIGHTEEN YEARS OF AGE
 BY MONTHS
 1938



APPENDIX 7

PARK PATRONS' VACATIONS.

Average number and average distance traveled, by income groups

Income	Day vacations		Week-end vacations		Regular vacations	
	Average Number	Average Distance	Average Number	Average Distance	Average Number	Average Distance
0-\$1200	10.1	326	6.3	282	1.6	608
\$1201-\$2000	12.4	143	8.0	204	1.2	708
\$2001-\$3000	9.5	153	7.1	210	1.7	1258
Over \$3000	10.9	268	10.1	302	2.0	1946
Totals	10.2	227	7.9	250	1.6	1130

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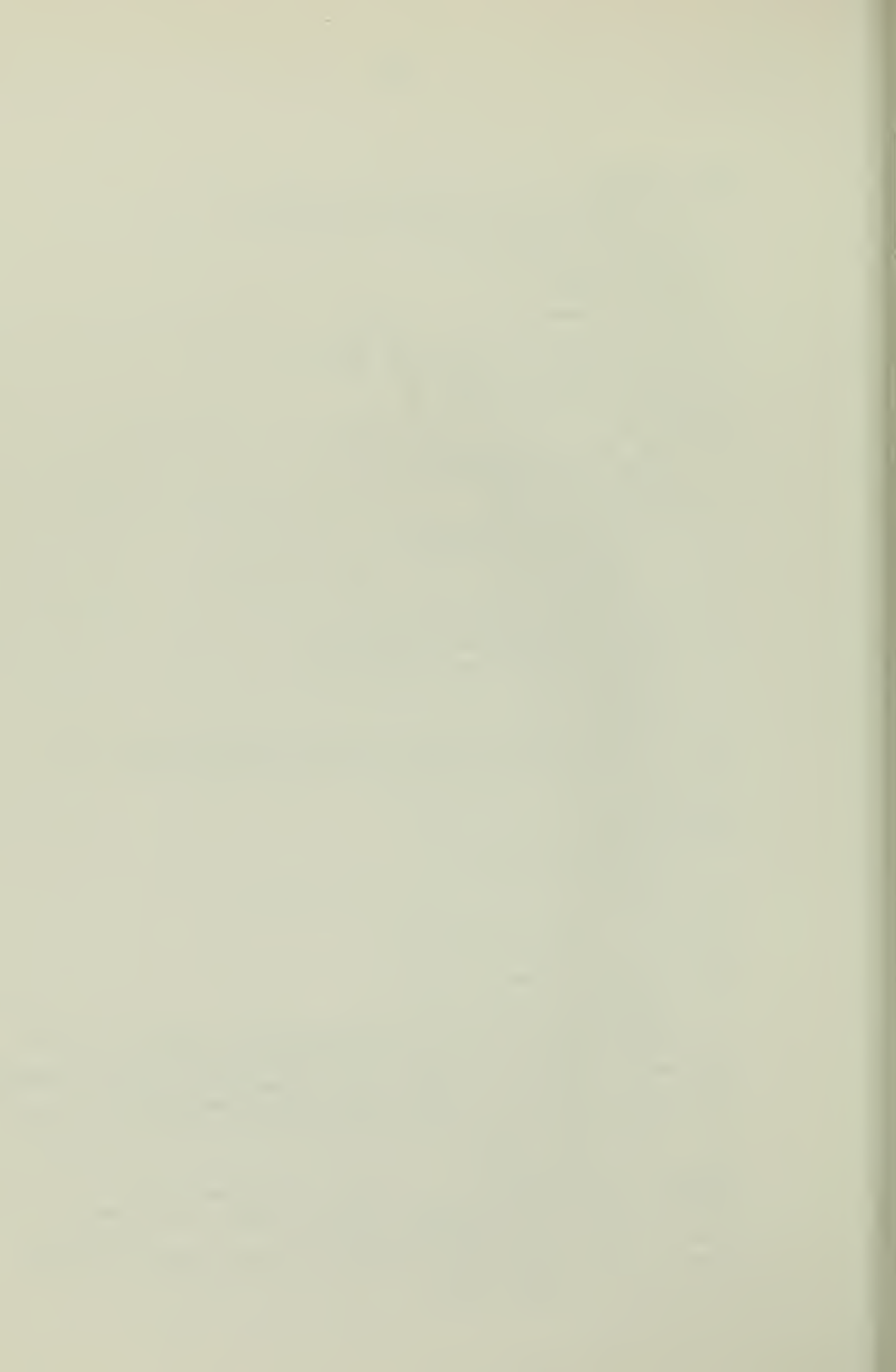


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